

2020

# WARRINGTON MEANS BUSINESS

Warrington's Economic Growth & Regeneration Programme



Warrington Borough Council  
**FOREWORD**

Warrington & Co.



**Councillor Russ Bowden,  
Leader,  
Warrington Borough Council**

Warrington continues to be one of the UK's most successful places economically and is one of the key engines of growth in the Northern Powerhouse. On Omega alone we have delivered over 9,000 jobs in just 4 years and are set to build some 1,600 new homes.

I'm very proud to introduce the third iteration of Warrington Means Business – the Borough Council's Growth and Regeneration programme. We published the original programme in 2013 and revised it three years later. The pace of successful delivery and change in Warrington means that we are now producing the latest version.

This Council published its Draft Local Plan and its Local Transport Plan 4 in parallel for consultation in February 2019. These key policy documents plot the biggest transformation to Warrington since the New Town was designated in 1968, as they set the stage for development and growth of the place over the next 20 years.

Warrington Means Business is the third of these three key strategies and with it our strategic direction is established and we and our partners are continuing with action and delivery.

I am particularly committed to local people gaining maximum benefit from the town's economic success.

Time Square Development – a new public space in the heart of Warrington



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**WARRINGTON** – WORKING IN PARTNERSHIP – GETTING THINGS DONE

# 1 WARRINGTON MEANS BUSINESS

- WARRINGTON MEANS BUSINESS - A SHARED VISION AND PROGRAMME – WORKING TOGETHER - THE KEY TO DELIVERY
- WARRINGTON & CO - WARRINGTON'S GROWTH & REGENERATION VEHICLE
- LEADING THE WAY & CREATING THE BEST CLIMATE FOR ECONOMIC GROWTH
- DEVELOPING A STRONG 'PLACE-BASED' PARTNERSHIP WITH HOMES ENGLAND
- WARRINGTON BUSINESS EXCHANGE - OUR KEY BUSINESS NETWORK
- CHESHIRE & WARRINGTON LOCAL ENTERPRISE PARTNERSHIP – OUR SUB-REGIONAL PARTNERSHIP
- A CLEANER AND GREENER GROWTH APPROACH
- INCLUSIVE AND SUSTAINABLE GROWTH - WARRINGTON'S FUTURE.

## PRIORITIES:

### STRATEGIC CONNECTIVITY & THE SMART TOWN:

- New Warrington National Rail Hub
- New Port Warrington
- Enhanced Strategic Highway Orbital
- Supporting Adjacent Airport Links
- Enhanced Digital Networks
- Smart Warrington Programme

### LOCAL CONNECTIVITY:

- The 'Go Dutch' Programme
- A Mass Transit Network
- Managing The Demand For Private Car Travel
- Delivering Priority Transport Infrastructure
- The 'Last Mile' Programme
- Embracing Future Transport Technologies

### CONNECTED BUSINESS LOCATIONS:

- Omega & Lingley Mere
- Birchwood & Woolston
- Sci-Tech Daresbury
- Warrington South & Six56 Warrington
- Parkside & Gemini
- Port Warrington
- Warrington Central Business District & The Town Centre
- Adjacent Business Locations

2020

### SUPPORTING BUSINESS GROWTH & INVESTMENT:

- Providing Proactive Support
- Streamlining Our Bureaucracy
- Supporting Recruitment
- Working As Part Of The Growth Hub
- Enhancing Warrington's Business Exchange
- Championing The Place With Government
- Working As Part Of The Cheshire & Warrington Lep
- Supporting Our Town Centre Business Improvement District
- Working Across Boundaries
- Enhancing Warrington's Image And Marketing

### ENHANCING WARRINGTON'S TALENT:

- Enhancing The Supply Of New Homes For Young People
- A Balance Of Provision
- Affordable Homes
- Proactive Delivery
- Delivering The Spatial Distribution:
- Reinforcing The Urban Heart
- Maximising Urban Capacity
- Ensuring Vibrant Existing Villages
- Creating New Villages
- Ensuring A Skilled Workforce That Businesses Need

### CLEANER, GREENER GROWTH:

- Low Carbon Transportation
- Energy Efficient Places & Buildings
- Smart & Flexible Power
- Energy Efficient Business
- Enhanced Leadership & Partnership
- A Cleaner Greener Growth Commission

### ENHANCING LIVEABILITY:

- Enhancing Warrington's Green Network
- Reinforcing The Circular Parklands
- Re-Discovering The River
- Ensuring The Best In Urban Design & Quality Of Place
- A Place Of Culture
- Creating More Healthy Places

### TOWN CENTRE FOCUS:

- Central Parklands
- Re-Discovering The River
- A Place For Culture
- Town Centre Living
- A New Focus For Business
- Keeping The Town Centre Moving & Connected
- Development Quarters
- Development Guidelines
- Management & Maintenance



## AN INCLUSIVE ECONOMY:

A WARRINGTON LOCAL WEALTH BUILDING APPROACH

DELIVERING THE CENTRAL NEIGHBOURHOOD REGENERATION MASTERPLAN:

- Inclusive, Safe, Greener Streets
- Active Waterside
- Well Connected, Affordable Movement
- People Friendly Parks & Public Spaces
- Local Community Hubs & Facilities
- Inclusive Neighbourhood Housing
- Inclusive Economy
- Community Empowerment & Action
- Ensuring Access To Jobs & Community Business Space

## WORKING ON A LARGER FOOTPRINT:

- Part Of The Northern Powerhouse
- Working With Our Neighbours
- Our Growth Corridors
- Working With Our Strategic Partners
- Using Regional Investment Vehicles



## SUMMARY:

### WARRINGTON MEANS BUSINESS

REINFORCING WARRINGTON AS A PLACE THAT IS:

- SMART & CONNECTED – DIGITALLY, NATIONALLY & LOCALLY
- BEST FOR BUSINESS WITH THE BEST PLACES FOR BUSINESSES
- TALENTED WITH TALENTED PEOPLE
- CLEAN & GREEN - MOVING TOWARDS BEING CARBON NEUTRAL
- LIVEABLE & ATTRACTIVE –TO LIVE, WORK, VISIT & DO BUSINESS
- VIBRANT & DYNAMIC – WITH AN URBAN LIFESTYLE FOCUSED ON THE TOWN CENTRE
- INCLUSIVE - WHERE EVERYONE CAN ENJOY THE BENEFITS OF THE TOWNS SUCCESS
- OUTWARD-LOOKING & CONFIDENT – WORKING ON A LARGER FOOTPRINT & IN PARTNERSHIP

# WARRINGTON MEANS BUSINESS

## WARRINGTON'S GROWTH & REGENERATION PROGRAMME

WARRINGTON BOROUGH COUNCIL

WARRINGTON & CO.

## 2 INTRODUCTION

Warrington continues to be one of the UK's most successful economic engines and a driver of growth at the heart of the Northern Powerhouse. It is the largest urban area in the Cheshire & Warrington Sub-Region.

This is the second refresh of Warrington Means Business, Warrington's Economic Growth and Regeneration programme, since it was first published in 2013. The refresh sits within changes in Warrington's policy landscape with the publication of Warrington's new Draft Local Plan and Draft Local Transport Plan 4 and the continuing work with key partners, Homes England, Transport for the North and the Cheshire & Warrington Local Enterprise Partnership.

We have achieved much – with many of the proposals contained with the first editions of Warrington Means Business completed, on-site or now committed and programmed. New challenges have emerged. This revision takes Warrington Means Business further, building upon these achievements and tackling these new challenges, ensuring Warrington's future economic prosperity and ensuring local people can enjoy the benefits that the town will bring.

Warrington Means Business is a 'live' document - the proposals as set out here are consistent with the Draft Warrington Local Plan, should the Local Plan be amended when finally adopted, then Warrington Means Business will be amended accordingly. All proposals are subject to the normal planning processes.

WARRINGTON MEANS BUSINESS IS ABOUT INCLUSIVE  
GROWTH WHERE LOCAL PEOPLE CAN ENJOY AND  
PARTICIPATE IN THE BENEFITS GROWTH WILL BRING



## ACHIEVEMENTS

Since the first version of Warrington Means Business there has been a period of great achievement:

- The Time Square scheme is well advanced and has welcomed its first restaurants
- 'The Base' business incubator is complete and is filling up with new businesses
- The Warrington engineering based University Technical College is open and has received a good 'Ofsted' grade
- Omega Manufacturing and Logistics Park is almost full – creating over 9000 jobs over the last 4 years – Omega has become one of the UK leading logistics hubs
- New Homes are being built on Omega South, at various Gemini sites, in South Warrington and in the Town Centre
- Chapelford Urban Village is now complete having provided over 2000 new homes
- Warrington West Rail Station opened in 2019 and improvements to Birchwood Rail Station are complete
- Town Centre residential development has now become more viable with over 800 new units given planning consent and over 2,000 more at an advanced stage of design
- The Cultural Quarter has become a real and growing focus for new restaurants and cafes with events and markets creating a vibrant cultural scene
- Our parks improvement programme is well advanced – with major enhancements of Victoria Park, Bank Park, and Walton Hall. A new park has been created at Omega and Arpley Landfill is being restored as the first step towards the Waterfront Country Park.
- Major advances in transportation have been achieved – major highway improvements at Birchwood and East Warrington and in West Warrington around Omega
- Major improvements of Infrastructure serving Warrington Waterfront, Centre Park Link, is on site and the Government has agreed programme entry for the Waterfront West Link, the major second phase.
- The Mersey Gateway bridge and associated highway links are complete and operational – creating a complete strategic highways 'box' around Warrington comprising the M6, M56, M62 and the Mersey Gateway
- The Manchester Ship Canal is moving more tonnage than any time in its history
- Warrington has secured its position as a stop on the proposed Northern Powerhouse Rail plan with 'touch-points' to HS2 – Warrington's future national rail connectivity looks promising.

Warrington continues to lead the UK through its powerful economic performance. Several independent research studies rank it as one of the UK's best performing 'cities' particularly in the North of England. Investment and market interest in Warrington is strong and is getting stronger. Warrington's economic future looks very bright.





## CHALLENGES:

- **New Homes** - Warrington is not building enough new homes – The Local Plan's Housing Need Assessment suggest that a minimum of 945 new homes should be built each year to meet the needs of local people and Warrington's economy. However, in 2018 less than 40% of these homes were completed and consequently Warrington failed to meet the Government's Housing Delivery Target. Although market demand for new homes in the town is very strong land for new homes is limiting delivery
- **Affordable Homes** - As a consequence house prices in Warrington have risen dramatically, over the last four years house prices have risen some 59%, driven by sales of new build houses, as compared to an average of 14% in our Cheshire neighbours. Again this is due to the housing land supply issues and is causing a real and growing housing affordability problem in the town.
- **Skills and Labour** – Employers have real problems in recruiting staff with the required skills – particularly in the engineering, logistics, construction and social care sectors – and there is still a mis-match between what businesses need and what training providers supply
- **Employment Land** – Omega, Gemini, Woolston and Birchwood are major successes as employment areas – however, these sites are almost full and there is a realisation that Warrington will run out of suitable new sites for business development. Although the Town Centre will meet some of this demand, there is still a need to provide in excess of 350 ha of new large scale employment areas for the future
- **Town Centre Homes** – although the town centre is becoming more viable for new residential development, it is still a challenge and the market is still relatively immature
- **Young People** – a recent study undertaken for the LEP found that as with other places in Cheshire, Warrington has problems retaining and attracting young people. However, it also concluded that, with its connections to Manchester and Liverpool and its emerging urban lifestyle, Warrington Town Centre has the potential to become an attractive place for young people to live and work
- **Congestion and Network Resilience** – Although great strides are being made to deliver new transportation infrastructure, Warrington is still largely car dependant and congested. Its dependence upon swing bridges over the Ship Canal means the town's transportation network lacks resilience and certain areas suffer from poor air quality
- **Quality of Place** – although Warrington is attractive – it still contains unsightly and underused areas that detract from its quality of place. It also has to improve the quality of new developments that reflect its growing sense of place
- **Inclusive Growth** - Although Warrington is a very successful place, not everyone is benefiting and participating in this success – this needs to change with an actively inclusive approach as recently highlighted by the Central 6 Masterplan work.
- **Productivity** – The evidence collected and analysed for the emerging Cheshire & Warrington Local Industrial Strategy suggests that Warrington has a productivity problem as compared to its neighbours, the rest of the North West of England and to the UK as a whole. This productivity issue needs to be better understood and addressed if Warrington is to continue its success in the longer term.
- **Health and Wellbeing**  
Warrington is a growing town with an ageing population. The health and wellbeing of our workforce is a key determinant of productivity. Ensuring that the built and natural environment enables people to live healthy and active lives and make healthy lifestyle choices is fundamental to ensuring that our population and our workforce remain well.

WARRINGTON MEANS BUSINESS  
BUILDS ON THESE ACHIEVEMENTS  
AND ADDRESSES THESE CHALLENGES

# 3 ASPIRATION

The original aspiration that underpins Warrington Means Business remains valid to:

UNLEASH THE POTENTIAL OF WARRINGTON'S PEOPLE, ITS BUSINESSES, ITS CONNECTIVITY, AND ITS PLACE, TO ACCELERATE ECONOMIC GROWTH AND REINFORCE WARRINGTON AS A STRONG NATIONAL DRIVER OF PROSPERITY

To realise this Warrington Means Business focuses on the following key themes:

- Building a strong and integrated policy base and establishing the tools for the job
- Working together – developing strong and delivery orientated partnerships – that gets things done.
- Reinforcing & enhancing Warrington's connectivity – national, regional and local
- Creating new and well connected business development areas
- Actively supporting growth and investment - a proactive approach
- Enhancing Warrington's talent – it's people
- Cleaner and greener growth – towards being carbon neutral
- Reinforcing liveability – continuing to make the place more attractive as a place to live, visit and do business
- Focusing on the wider town centre and waterfront as the place to live, do business, visit and to connect
- An inclusive economy – ensuring that everyone can benefit from Warrington's success
- Working with our neighbours on a wider footprint – agglomeration - reflecting Warrington's real economic gravity and its connectivity
- Digital connectivity and the “smart town”



# 4 WORKING ON A LARGER FOOTPRINT

Warrington sits between the two conurbations of Liverpool and Manchester. Its economy is intrinsically linked to these cities and independent research shows that Warrington is one of the most successful 'Cities' driving the economy of the **Northern Powerhouse**. Warrington's travel to work network and the supply chains of its businesses create a complex inter-relationship with its two big city neighbours.

## WORKING WITH OUR NEIGHBOURS

Many of the existing and proposed large employment areas in the mid-Mersey area sit within Warrington's economic hinterland including Parkside, Carrington and SciTech Daresbury Enterprise Zone. Warrington will work with its neighbours to ensure that Warrington's wider cluster of major employment areas are progressed and are successful – a major economic resource for the wider region.

## GROWTH CORRIDORS

Warrington is at the centre of the North West's transport network – by road, rail, air and water. The movement of goods and people that businesses and Warrington's economy depend upon is critical and requires us to operate on a larger footprint. Warrington forms a part of three major growth corridors:

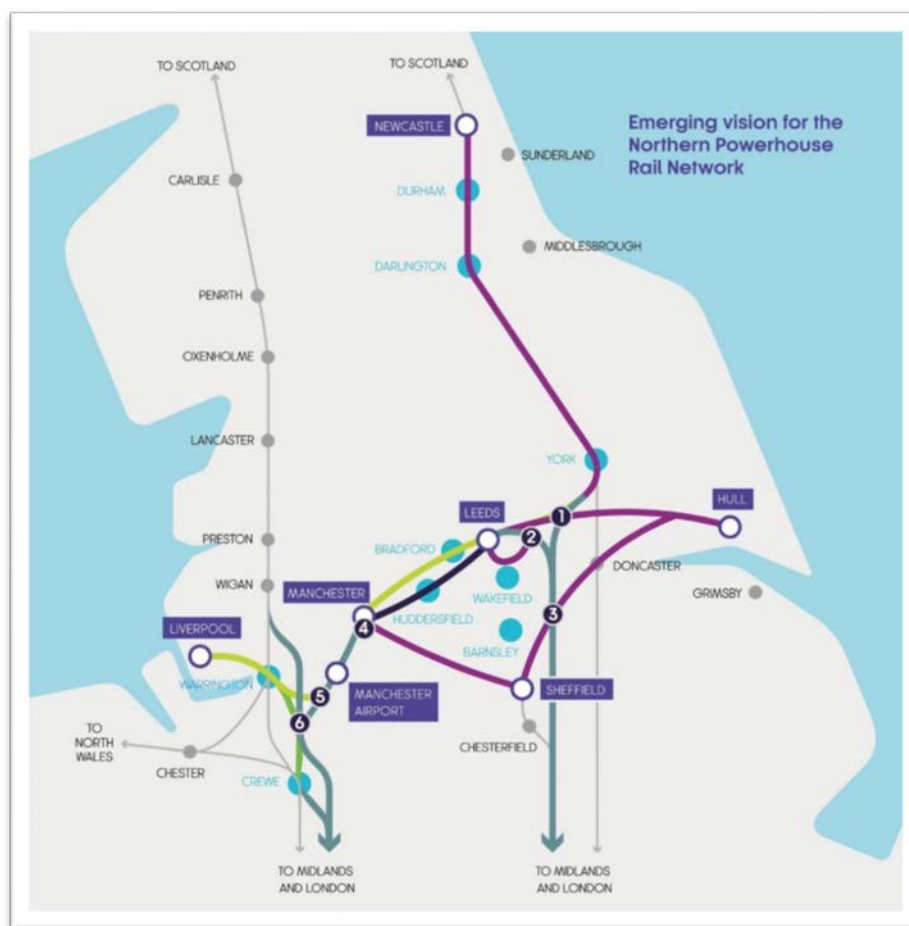
- M62 growth corridor – Liverpool to Warrington to Manchester
- M56 growth corridor – North Wales to Warrington to Manchester
- The Manchester Ship Canal international trade corridor – Port Liverpool to Port Warrington to Port Salford
- M6 Northern Power Towns corridor – from Crewe to Warrington to Preston

## WARRINGTON'S STRATEGIC PARTNERS

Warrington will work closely with the Government and its strategic partners to enable investment and growth to deliver the Warrington Means Business programme:

- HM Government
- Homes England
- Highways England
- Transport for the North
- Northern Power Towns
- Cheshire & Warrington Local Enterprise Partnership
- Marketing Cheshire
- The Peel Group
- Business Improvement District
- United Utilities and other utility providers.





Northern Powerhouse Rail Journeys

## REGIONAL INVESTMENT SUPPORT VEHICLES

Warrington and its businesses have access to a number of investment support vehicles:

- Northern Powerhouse Investment Fund
- North West Evergreen Fund
- Cheshire & Warrington Urban Development Fund (being established)
- Redwood (Warrington) Business Bank.

## NORTHERN POWER TOWNS

Warrington is working actively as part of the Northern Power Towns network – which brings together seven of the most forward thinking towns along the M6 corridor to collaborate, provide mutual support, maximise inward investment and sustainable development – to give the Power Towns a collective voice outside the core cities and positively contribute to enhancing the productivity of the Northern Powerhouse.

## WORKING ON A LARGER FOOTPRINT – PRIORITIES:

- PART OF THE NORTHERN POWERHOUSE
- WORKING WITH OUR NEIGHBOURS
- OUR GROWTH CORRIDORS
- WORKING WITH OUR STRATEGIC PARTNERS
- USING REGIONAL INVESTMENT VEHICLES
- NORTHERN POWER TOWNS

# 5 POLICY TOOLS & PARTNERS

The Council and its partners have been focusing on establishing an up-to-date, clear and integrated policy background as the basis for creating certainty and predictability for both investors and decision makers. This provides a strong direction of travel for Warrington's economic future.

The key components of this policy framework are either in place or are at an advanced stage

- **Transport for the North Strategy** – this outlines the transport and connectivity plan for the Northern Powerhouse area – this acknowledges and builds upon Warrington's connectivity with particular emphasis on motorway improvements and enhancements to the national and regional rail network – particularly Northern Powerhouse Rail and HS2 and their integration
- **Cheshire & Warrington Strategic Economic Plan (SEP)** - this plan was approved by the Cheshire & Warrington Local Enterprise Partnership in 2017 and provides a revised and updates growth framework for the sub-region. The SEP also identifies Warrington as a clear spatial priority for economic growth
- **Cheshire & Warrington Local Industrial Strategy** – being developed within the context of the Government's Industrial Strategy and has a focus on enhancing the productivity of the sub region. An up to date evidence base has been produced by consultants Metro-Dynamics and from this research the Local Industrial Strategy is being produced
- **Warrington Local Plan (revision)** – The Local Plan forms the statutory Development Plan for the Borough and outlines the spatial framework for its future development to 2037 years. The Draft Local Plan (Proposed Submission Version) has been approved (February 2019) and is due for formal adoption in 2020/21
- **Warrington Local Transport Plan (LTP4)** – the LTP4 has been developed in parallel with the Local Plan and was approved in draft (February 2019). It sets out a vision for Warrington's future transport and connectivity together with a programme for its delivery
- **Town Centre Masterplan** – the Town Centre Masterplan was originally produced in 2017 and it has now been updated and revised (2019). This sets out a clear and detailed vision and masterplan for the wider Town Centre and Waterfront in line with the Local Plan and LTP4. The Masterplan is accompanied by an interactive digital masterplan model of the Town Centre – to aide decision-makers, investors and designers and is an important promotional tool
- **Central 6 Neighbourhood Masterplan** – this masterplan covers the 'Central 6' Wards of the borough and has been developed through an intensive process of engagement and participation. Central 6 outlines a vision for those areas of the borough with the greatest potential through an active approach to inclusive growth
- **Detailed Development Area Masterplans** - a series of detailed masterplan and Supplementary Planning Documents are being produced to cover the key large areas of change proposed in the Draft Local Plan – principally, the Garden Suburb, South West Urban Extension and Warrington Waterfront.
- **Coupled with the above specifically related policy and programmes** the Warrington Health and Wellbeing Strategy and Council's Corporate Priorities also form a context.

**Warrington Means Business** has been developed within the above policy and programme landscape and is a key component of it. It has the key function of pulling together each of these policies and provides a clear single picture of economic growth and regeneration in Warrington over the next 20 years. It is a live and flexible programme and will continually evolve and be updated as elements of it are progressed and delivered.

## KEY DELIVERY TOOLS

The principle tools to support the delivery of Warrington Means Business have been established:

- **Warrington & Co** – the Council's Growth and Regeneration private/public partnership tasked with managing the delivery of the Warrington Means Business programme
- **Transport for Warrington** – the integration of the Council's transportation and infrastructure teams tasked with delivering and enabling the key infrastructure and connectivity elements of Warrington Means Business and the Local Transport 4 programme.
- **Warrington Housing Company** – newly established the Housing Company, Incrementum, will deliver new homes primarily on Council owned land
- **Public Sector PLC** – A partnership for innovative, regeneration and improvement projects utilising Council property across the town
- **The Business Improvement District** - spearheading the enhanced management and maintenance of the Town Centre
- **Warrington Business Bank** (Redwood Bank) is providing loan finance to SMEs in the Borough – supporting their growth
- **Warrington Business Exchange** – is providing a network for businesses throughout the Borough to collaborate and grow
- **Wire Regeneration Ltd** – a Joint Venture company focused on the delivery of the regeneration of the Southern Gateway Quarter of the Town Centre
- **Cheshire & Warrington Growth Hub** – a key support for businesses throughout the sub region
- **Cheshire Science Corridor (Birchwood) Enterprise Zone and SciTech Daresbury Enterprise Zone** – these designated areas have significant benefits for expanding businesses and new investors.
- **Central Neighbourhood Renewal Board**

Further the Council is actively using its land assembly powers, including Compulsory Purchase, to enable priority proposals in Warrington Means Business. The Council is also prioritising the use of its Capital Programme to enable development and regeneration – either through direct investment and delivery or through the provision of loan finance.

Other financial tools available include:

- **The North West Evergreen Fund**
- **The Northern Powerhouse Investment Fund**
- **The emerging Cheshire & Warrington Urban Development Fund.**

## STRATEGIC PARTNERS:

Warrington cannot deliver the ambitions alone and partners with the following:

- **Homes England** - The Council and Homes England (the Government's housing delivery agency) have always had a strong and positive working relationship – this is now being taken to a higher level through a Warrington Place-Based Partnership and the development of a Sub Regional Housing Board. Through Warrington's New Town history, Homes England have significant land holdings in the Town and as such are an important development partner.
- **Transport for the North** - Warrington is a member of Transport for the North – a strategic partner driving transport and connectivity across the Northern Powerhouse
- **Cheshire & Warrington LEP** -The LEP is an important strategic delivery partner and the Council is an active member of the LEP. This relationship has gone from strength to strength.
- **Marketing Cheshire** - Likewise Marketing Cheshire is a key marketing and visitor economy partner for the delivery of WMB
- **Peel Group** – Peel and their subsidiaries own and operate the Manchester Ship Canal and portions of the River Mersey as it flows through Warrington. They are also a significant land owner and investor in the Town and are key to the successful management of Warrington's highway network through their swing bridges.
- **Utility Companies** – with growth comes the need to enhance our stretched utilities – both water and power. United Utilities (based in Warrington) and Scottish Power are therefore key partners as well as key land owners, employers and investors.

## 6 REINFORCING & ENHANCING CONNECTIVITY DIGITAL & MOVEMENT

Warrington's success has been due in the most part to its excellent connectivity, by road, rail, air and water. This has been enhanced still further through the completion of the Mersey Gateway Bridge and associated highway improvements that have the effect of completing the strategic highway 'orbital' surrounding Warrington, comprising the M6, M56, M62 and the Mersey Gateway network.

Recent improvements to Birchwood Rail Station and the construction of the Warrington West Rail Station will further enhance Warrington's regional rail connectivity.

The successful delivery of major highway improvements over the last few years around Birchwood and around Omega West have enhanced movement in these areas and enabled further development and growth in both west and east Warrington. The Centre Park Link, currently on site, is the first stage in managing congestion in the Town Centre and giving access to the Warrington Waterfront development areas.

There are threats however. Pressure needs to be maintained to ensure Warrington is directly connected to the proposed HS2 and Northern Powerhouse Rail systems, with a new station in the heart of the Town. Otherwise Warrington's connectivity, relative to other places, will be eroded. We have had great success thus far in this endeavour and this will be maintained.

### KEY STRATEGIC CONNECTIVITY PROJECTS

#### RAIL AND THE WARRINGTON NATIONAL RAIL HUB

The continued improvement in both the capacity and connectivity of the regional and national rail network will be critical to the future competitiveness of Warrington. The Council will work closely with Transport for the North and Network Rail (and its partners) to ensure this continued improvement.

Two critical new national rail projects will be essential for Warrington and Warrington will grow to support these national infrastructure investments – HS2 and Northern Powerhouse Rail (NPR). We maintain our concerns about the routing of HS2 to the north of the Town. However, these national new rail routes, together with an improved West Coast Mainline, intersect in Warrington since this intersection must be coordinated to enhance national connectivity and to reinforce Warrington's connectivity as a place to do business and to live. The 'touch points' of NPR with HS2 have been agreed with an NPR station in Warrington – thereby providing this co-ordinated approach and a TransNorth Rail Hub, possibly at Warrington Bank Quay, giving Warrington direct connection to HS2, NPR and an enhanced West Coast Mainline. Warrington Bank Quay Station will be rebuilt as a centre for travel, business, hospitality and retailing. This maintains and enhances Warrington's North / South and East / West express connectivity. It also boosts the attractiveness of the Town Centre and Warrington Waterfront as business locations and places to live. We will work with and support the development of HS2 stations at Manchester Airport and Crewe.



### FREIGHT AND PORT WARRINGTON

The major investments in Port Liverpool and the increased tonnage being transported along the Manchester Ship Canal puts Warrington and its Port at the heart of water-based freight transportation and transshipment with access to international trade particularly to the Americas. Port Warrington however, has been limited by poor access and availability of land. The Waterfront West Link Road provides the improved access the port requires and the Warrington Local Plan identifies the land required for its expansion as a regionally significant business location. The position of the Port next to the West Coast mainline also provides the unique opportunity for water/rail/road transshipment.

The development of new Port Warrington will therefore provide the opportunity to create a hub of World Trade, a step change in terms of freight distribution and a centre for port-based business adjacent to the new Warrington Rail Hub in the heart of the Town. The Council and Warrington & Co will work in partnership with Peel and Government to enable this opportunity as a transformational project for the region.



Port Liverpool and New Port Warrington



## MOTORWAYS AND WARRINGTON'S STRATEGIC ORBITAL

Transport for the North and Highways England are undertaking significant improvements to the motorway system surrounding Warrington, critically important to its attractiveness as a business location and its continued economic growth. Smart Motorways and critical motorway junction improvements are the focus for this strategic working. Transport for Warrington will strengthen its partnership with these agencies to ensure the effective delivery of this improvement programme and the linkages to it.

Warrington's existing and proposed large scale business areas are located on key junctions of the Town's 'orbital' and the effective enhancement of these junctions will be critical to their development. Omega, Gemini, Birchwood, Woolston, Daresbury and Warrington South are all motorway junction based. The continued enhancement of these junctions and their linkages is a priority.

The Mersey Gateway Bridge and associated highway links are complete and operational – creating a complete strategic highways 'box' around Warrington comprising the M6, M56, M62 and the Mersey Gateway



The Mersey Gateway

## AVIATION – MANCHESTER AND LIVERPOOL JOHN LENNON AIRPORTS

Warrington sits midway between Manchester and Liverpool (John Lennon) airports. The continued enhancement of the motorway and rail links to these airports from the town remain a priority. The Northern Powerhouse Rail plans propose a direct express connection between Warrington and Manchester Airport, therefore as part of our continued work on the NPR and HS2 projects we will press for the delivery of this important link with its international opportunity.



## DIGITAL CONNECTIVITY AND THE SMART TOWN

Businesses demand the fastest internet speeds in order to deliver exciting and innovative new products. “Disruptive” technologies such as Virtual Reality, 3D printing and Artificial Intelligence cannot be developed unless the infrastructure is in place to match their ambitions.

Warrington is currently well connected with “superfast” broadband to over 98% of premises and “ultrafast” broadband to almost 75% of premises.

The “Connecting Cheshire Partnership” initiative matched the contribution of Local Authorities with European Union money to further improve speeds across Cheshire.

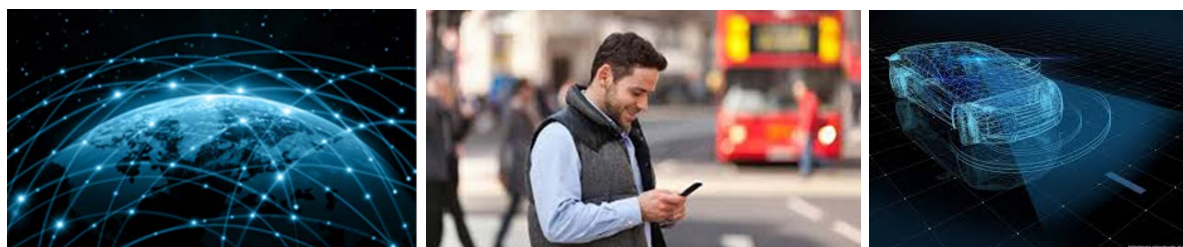
Warrington needs to therefore ensure the remaining pockets of poor connectivity, primarily in rural areas, are not left behind, and ensure all new developments both residential and business are provided with full fibre broadband connectivity from the outset.

The next steps are to effectively roll out ‘Ultrafast’ Broadband and 5G mobile:

- **Ultrafast Broadband** – improvements in fibre and copper technology enable speeds of at least 100Mbps, rising in some places to 1Gbps. At this level, streaming, downloading and copying can all be performed at the same time, without any reduction in quality.
- **Mobile - 5G** - the fifth generation of mobile networks and follows previous mobile generations 2G, 3G and 4G. Compared to today’s networks (which primarily use 4G and 3G technology), 5G is set to be far faster and more reliable, with greater capacity and lower response times. The major mobile network operators are launching this throughout 2019.

Warrington Town Centre in particular enjoys the most extensive coverage in Cheshire with over 95% able to access superfast broadband. The next phase will be to enhance this further to ultrafast, ensuring that Warrington maintains its premier position within Cheshire and is able to compete for digital talent and innovations from neighbouring Liverpool and Manchester. Vodafone have also identified Warrington as a key location to introduce 5G for mobile users.

The Proposed Warrington Draft Local Plan will ensure all new developments including new homes include digital connectivity as standard.



## THE SMART TOWN – SMART WARRINGTON PROGRAMME

The intention is that Warrington will become a ‘Smart Town’. Warrington already does the basics - monitoring it’s traffic lights to help manage congestion, providing real-time bus information for passengers, and enabling customers to order and pay for services digitally etc. The Smart Town is something more – the process by-which Warrington will become more liveable and resilient, to enhance the quality of life of residents by using information and technology to improve the efficiency of services and meet residents and business needs.

In particular the **Smart Warrington** programme will include:

- Monitoring real-time energy consumption
- Monitoring water consumption and detect leaks
- Managing congestion
- Establishing the collaborative or sharing economy – particularly around bikes and cars
- Engaging citizens in decision making that affect their neighbourhood and the borough generally, making smarter decisions and real participation and engagement.

Smart Warrington, however, is not just about technology, it's about smart people and evolving the Smart City and developing solutions to urban issues. The Smart Warrington programme will therefore establish an innovation 'Lab' where citizens, technologists, entrepreneurs and civic officials can work together on developing new ways to address the practical challenges of Warrington into the future. The core of this Digital Lab has already been established as the 'Digital Hub' now opened in the Pyramid Centre.

## LOCAL CONNECTIVITY

The Local Transport Plan (LTP4) outlines an ambitious yet realistic programme of transportation improvements in the Town – to tackle congestion, enhance the highway network's resilience, improve air quality and open up land and sites to enable Warrington to grow. It also aims to make Warrington more sustainable with greater use of more sustainable and more active forms of transport and to move Warrington away from its reliance on the private car.

The vision has the following key transformational components:

- **Increasing Walking and Cycling**  
To create a comprehensive, high quality and well used walking and cycling network. To enable this we will develop a local Cycling and Walking Infrastructure Plan building upon our existing network. Primary Routes: integrated corridors radiating from the Town Centre using or following main arterial routes; Neighbourhood Routes: continuous routes segregated from traffic; and Greenways: well-maintained traffic free routes through open spaces and parks. We call this the 'Go-Dutch' programme.
- **Transforming Public Transport - A Mass Transit Network**  
We've set an ambitious target to increase the use of bus and mass transit systems for journey to work to 15%. To do this a transformation of the public transport offer in Warrington is required. To this end we are exploring a mass transit system (either light rail / tram or Bus Rapid Transit based). Our initial work suggests a proposed mass transit network comprising cross-town and orbital routes with the Town Centre forming a hub.
- **Managing Demand for Private Car Travel**  
A transformation of public transport, walking and cycling will provide high quality and attractive alternatives to the use of private cars in the Town. However, to further encourage modal shift we will need to employ some demand management measures – shifting road capacity and priority to more sustainable travel modes.
- **Priority Transport Infrastructure**  
A raft of both major and minor improvements to Warrington's highway network are still required both to make it safer and more resilient but also to enable Warrington's future growth. There are still gaps in Warrington's network, proposed but never delivered as part of the Warrington New Town plans. We intend to complete Warrington's highway network but do this in a way more compatible to new demands and the future spatial form of the Town.

Over £105m of investment in Warrington's network is committed, on-site or recently completed in East Warrington and Birchwood Park, in West Warrington and Omega and in the Town Centre and Warrington Waterfront. These include improvements to Birchwood Rail Station and the construction of a new rail station at Warrington West (Chapelford).

Three further critical major new highway systems are proposed:

- **Warrington Western Link**  
This major new road links Chester Road to Liverpool Road / Sankey Way and opens up the major Warrington Waterfront development area enabling over 2,000 new homes and the new employment areas proposed at Port Warrington (some 78ha) and supports a further 1,600 new homes in the proposed South West Urban Extension. It also strengthens Warrington's network resilience by providing a new high-level bridge over the Manchester Ship Canal and tackles congestion and air quality issues in the Town Centre. This new road

has secured programme entry for funding and support from central government and is programmed to start on site in 2022. It will be completed by 2026.

- **Bridgefoot Link**

This important Link will, together with the Centre Park Link (currently on site) and the Western Link above, provide the critical highway infrastructure that will help manage congestion, tackle air quality issues and provide the essential capacity for growth in the Town Centre. It will enable the Bridgefoot gyratory to work more effectively and enable significant environmental and pedestrian and cycling improvements at the Old Warrington Bridge area. It will provide more effective access to the proposed Warrington Rail Hub at Bank Quay Station and will also open up the land for development between Centre Park and the Town Centre – enabling more direct pedestrian linkages between these two areas, - bringing Centre Park into the Town Centre, and enable significant enhancement and redevelopment along Wilson Patten Street. This new highway is at an early stage of development.

- **Warrington South Strategic Infrastructure Network**

This new and improved strategic network is aimed at enabling the proposed large scale housing and employment areas in the proposed Garden Suburb in Warrington South – providing over 7,000 new homes and 116 ha of new employment land. This project is also aimed at relieving some of the congestion problems presently being encountered by residents and business in the south of the Town and will provide a framework of walking and cycle and public transport routes as part of a comprehensive transport vision. The funding and programming of this major project is currently at an advanced stage and is running in parallel with the Council's Local Plan process.

- **The First and Last Mile**

The centre of Warrington is car dominated and difficult for pedestrians and cyclists to use. The reliability of bus services is often severely disrupted by busy traffic conditions close to the Town Centre. Improving the 'First and Last Mile' of journeys from and into the Town Centre for pedestrians, cyclists and buses is therefore a priority. The LTP4 has developed a package of measures to improve the 'First and Last Mile Programme'.

- **Future Transport**

Technology in transport is changing and advancing rapidly. Some we cannot know of as yet. This fast moving and uncertain pace makes it all the more important that Warrington is a place that is adaptable to these new technologies and their effects to ensure that businesses and residents can benefit fully from them. The LTP looks particularly at:

- Transport for the North Smart Ticketing
- Ultra-Low Emission Vehicles
- Autonomous and Connected Vehicles



# 7 CREATING WELL CONNECTED LOCATIONS FOR BUSINESS

Warrington has a network of well connected business areas – well positioned on its strategic motorway orbital – Birchwood, Woolston and Omega. These include those existing connected business locations on the edge of the Borough, in neighbouring Council areas, but are within Warrington's obvious economic and travel gravity - Sci-Tech Daresbury and Parkside.

Business areas in the Town Centre are equally well connected by national and regional rail and public transport. This is one of the main reasons for Warrington's economic success and the success of businesses located in the Town.

The Council is committed to working with investors and owners to ensure the continued success of these key business areas and the businesses that occupy them – providing the best climate for businesses to thrive and prosper.

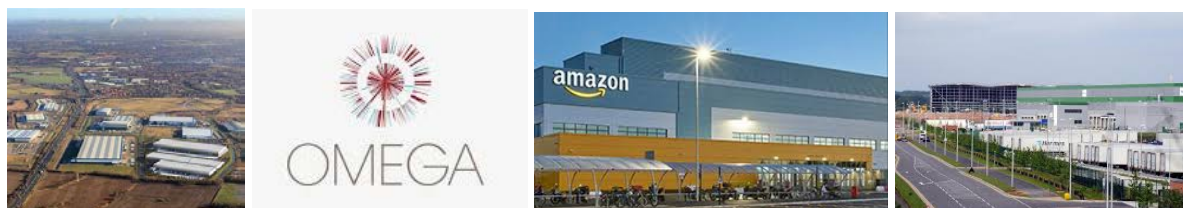
## WEST WARRINGTON

### Omega and Lingley Mere

Sitting astride the M62 motorway, Omega itself has been a tremendous success with over 9,000 jobs created over the last 4 years. It has developed into one of the UK's most successful locations for manufacturing and logistics businesses with some of the largest and most modern units and some of the biggest players in that sector. Omega is now almost complete and the Council is working closely with Omega Warrington Ltd (OWL) to develop the remaining sites on the park. Lingley Mere is the home of United Utilities.

The Council is in the process of completing a programme of major highway improvements and the new Warrington West Rail Station to ensure Omega is well served and connected.

The Council is also working closely with St Helens Council and Omega Warrington Ltd to develop the land adjacent to Omega South. This is an obvious extension to Omega South and, with the necessary supporting investment in highways will see the logical expansion of the Omega Logistics and Manufacturing Park. This extension will contribute to Warrington's economic floorspace needs into the future.



## FIDDLERS FERRY ENERGY PARK

Fiddlers Ferry Power Station is to cease operation. This is a strategic site of national importance due to its rare attributes – national grid connection, with water source from the adjacent River Mersey, direct rail freight connection, and good transport accessibility. It will take many years to decommission and demolish the facility, tackle its ash trips and reclaim the site. Its reuse will therefore be a longer-term prospect. It would be most appropriate to reuse the site for energy production purposes together with energy associated business – an **Energy Park**. The Council and Warrington & Co will work with the site owners, Government, the LEP and our neighbours, Halton Borough Council, to explore the sites active and appropriate re-purposing for 21<sup>ST</sup> Century production.

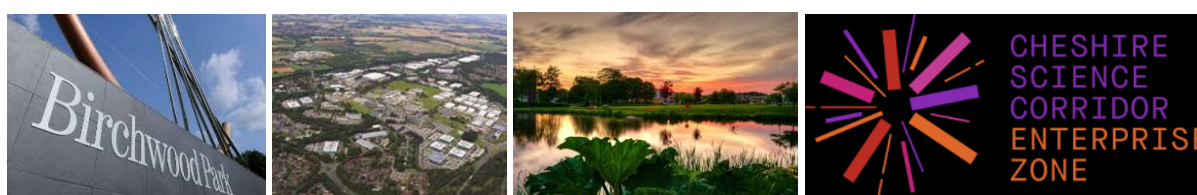
## EAST WARRINGTON

### Birchwood Enterprise Zone Park

Now part of the Cheshire Science Corridor Enterprise Zone and the home of the UK's largest cluster of international nuclear and advanced engineering businesses, Birchwood is the gem in Warrington's Business Park portfolio, and sits astride both the M6 and M62 motorways, which is of national importance.

The Council will work with the Local Enterprise Partnership business partners and investors to ensure Birchwood's continued success – enabling development, redevelopment and continuing upgrade to regional and local access networks.

Working with the National Nuclear Alliance, and other businesses, the Council will ensure that Birchwood continues to be a national centre of excellence in engineering and nuclear industries through support the provision of skills and training and the promotion of the site as a unique national and international asset.



### Chester University, Warrington Campus

Padgate, near Birchwood is also a major higher education location with Chester Universities Warrington Campus, a prize winning teaching hub of media and marketing, social work and health, law and investigation, teaching, youth work and sport. It is also the training base of the Warrington Wolves Rugby League Team.

### Woolston and Woolston Grange

Woolston is a well established mixed sector cluster of successful sites and businesses adjacent to the M6 motorway – the Council will work with landowners, investors and businesses to enable its continued success through modernisation, redevelopment and the continued improvement of its transportation network and access.

## SOUTH WARRINGTON

### Daresbury Park and Sci-Tech Enterprise Zone

Located on Warrington's administrative boundary adjacent to the M56 motorway, Daresbury and the SciTech Enterprise Zone and is home to a unique cluster of optics, advanced engineering and materials, biochemical and healthcare and digital . It is the UK's second Health Tec Cluster – a partnership between the Science and Technology Facilities Council, part of UK Research and Innovation, and the Innovation Agency and through its development has been supported by an array of stakeholder organisations. This cluster will be managed at Sci-Tech Daresbury and will seek to accelerate and bring greater focus to healthcare technology by increasing collaboration, cross-sector engagement and supporting the translation of research to application.



### Appleton Thorn / Barleycastle and Six56 Warrington

The Draft Warrington Local Plan proposes the development of a major new business location at the intersection of the M6 and M56 in South Warrington. This builds upon the existing successful logistics area of Appleton Thorn and Barleycastle with Stobart's and other significant businesses. This new business area will be one of the best located new logistics and business destinations in the UK straddling two key motorways and centrally located mid-way between the Liverpool and Manchester conurbations. Subject to the Local Plan's progress and the planning process, this extended site will come on stream in 2020.



## NORTH WARRINGTON

### Parkside

Adjoining Warrington's northern boundary and alongside the M6 motorway, it is proposed to develop a new business park on the derelict, former Parkside colliery site. Warrington Council will work with St Helens Council and the Liverpool City Region Combined Authority to deliver this important project and its associated supporting new transportation infrastructure.



### Gemini

Established by Warrington New Town, Gemini is a well established commercial business location straddling the M56 motorway. It comprises a major cluster of mixed businesses and retail destination. The Council will continue to support the improvement of Gemini, principally through the continual upgrade of its transportation and access network, supporting its gradual modernisation. Gemini continues to be one of Warrington's major business hubs and the home of the Warrington International Business Centre.

## THE TOWN CENTRE AND WATERFRONT

Warrington Town Centre is a well connected national focus of travel which will be transformed still further through proposed new infrastructure and the creation of the national rail hub at Bank Quay Rail Station. The Town Centre masterplan seeks to reinforce the town centre as a thriving and colourful centre of new businesses and entrepreneurial activity. The Pyramid Digital Hub, the Base Business Incubator and the enhanced St James Business Centre are real assets for start-up businesses and SMEs particularly in the digital, creative and engineering sectors. New business locations are being brought forward at a pace:

## The Waterfront and Port Warrington

The approval of the Waterfront Western Link road enables the development of a major new port-based business park alongside the Manchester Ship Canal at Port Warrington. With access to the Ship Canal this provides a unique opportunity for a multimodal business area with direct access by road to the Western Link, rail to the West Coast main line and water to the Manchester Ship Canal. Furthermore, Port Warrington provides direct Ship Canal linkage to the enhanced Port Liverpool and its international trade routes. The development of Warrington Waterfront includes direct pedestrian access to the proposed National Rail Hub at Bank Quay Rail Station with its interconnectivity with the West Coast Main Line, Northern Powerhouse Rail and HS2. Warrington Waterfront is set to become one of the UK's premier business locations.

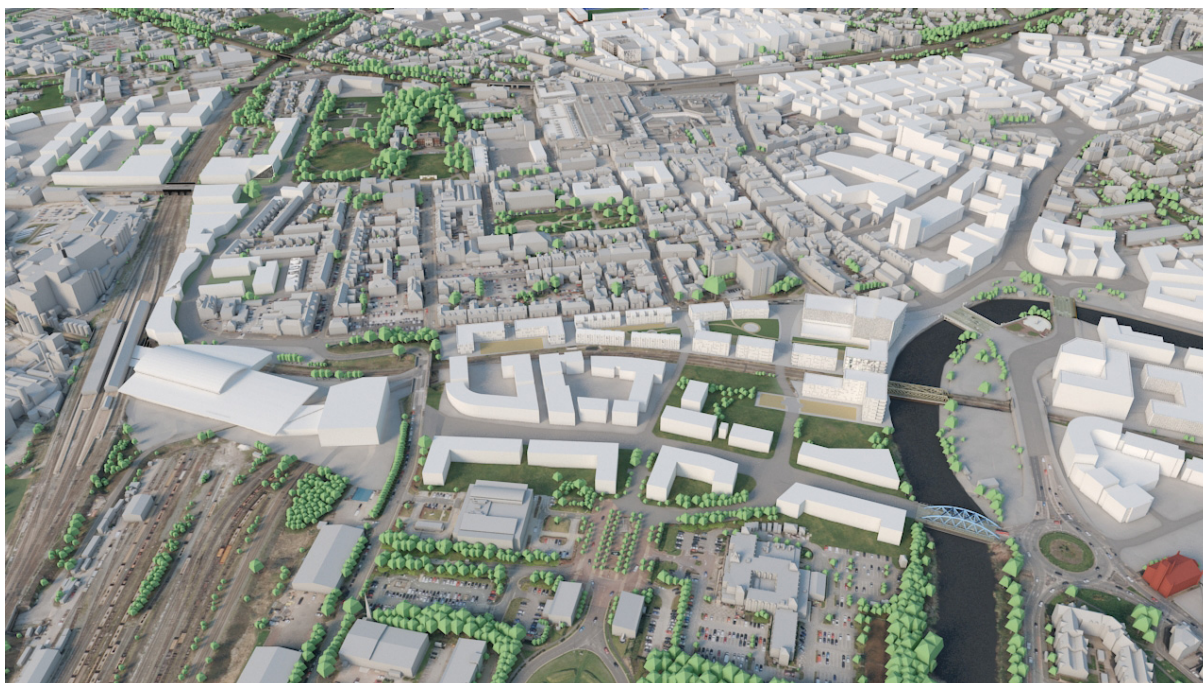
## Warrington Central Business District (CBD)

### A New Business District Centred on a National Rail Hub at Bank Quay

The development of the National Rail Hub at Bank Quay Rail Station will provide a transformational focus for a new business area at what is already a centre for national travel but will be enhanced through the arrival of HS2 and Northern Powerhouse Rail. The new station will become the heart of a new Warrington Central Business District (CBD) – comprising:

- An enhanced and extended Centre Park Business Park
- An enhanced and redeveloped Wilson Patten Street
- The cluster of waterfront development sites fronting onto Bridgefoot
- The Warrington Waterfront Business Hub

This cluster of sites centred on the rail station will create a new and exciting place to invest and do business along Warrington's riverfront right in the heart of Warrington. A well connected and sustainable business district with supported key cultural and leisure opportunities the growing Town Centre will offer.



Bank Quay National Rail Hub and the Warrington Central Business District



## SUPPORTING ADJACENT BUSINESS LOCATIONS

There are current and emerging major business development areas within Warrington's subregional gravity that are critical to its future:

### Airport City, Manchester

Manchester Airport City is one of the most important business sites in the North of England and will benefit from a new HS2 / Northern Powerhouse Rail Station that will enhance its attractiveness still further. Airport City is supported by the Council and the Council will focus on the transportation links between Warrington and the Airport.

### Carrington Business Park

A major development area to the east of Warrington – the Council will work with the developers of Carrington and our neighbours to enable the successful redevelopment of this large area opportunity.



Airport City Manchester  
曼彻斯特空港城



### CONNECTED BUSINESS LOCATIONS - PRIORITIES:

- OMEGA & LINGLEY MERE
- BIRCHWOOD & WOOLSTON
- SCI-TECH DARESURY
- WARRINGTON SOUTH & SIX56 WARRINGTON
- PARKSIDE & GEMINI
- PORT WARRINGTON
- WARRINGTON CENTRAL BUSINESS DISTRICT
- ADJACENT BUSINESS LOCATIONS

# 8

## SUPPORTING BUSINESS GROWTH & INVESTMENT

Warrington is already well known as a place where businesses flourish and are welcomed. This reflects the supportive climate created by Warrington & Co, the LEP and the Council and its planning service. However, to continue to prosper we are determined to further enhance Warrington's climate for business investment.

We will further:

- Provide proactive support and brokerage to enable the high quality business, commercial and residential schemes, overcoming issues and taking a positive problem solving approach. Warrington & Co will play a central role in this.
- Strengthen our Council multi-disciplinary 'Development Team' approach on priority development schemes – ensuring that our regulatory teams are 'joined-up' and process projects and applications efficiently and effectively.
- Planning Performance Agreements and effective pre-planning application contact will be encouraged to ensure that applicants receive a high quality service and receive the engagement required.
- Reduce and streamline our bureaucracy. Support businesses by providing a fair trading environment and provide regulatory advice that businesses can rely on.
- Ensure that business investors are provided with support in their local recruitment for their expansion and new development plans.
- Work closely with the Cheshire & Warrington LEP through their Growth Hub to provide support and guidance for businesses.
- Through the Warrington Health in Business programme, we will work with businesses to support healthy and inclusive growth and to realise productivity gains by improving the the health and wellbeing of our workforce.
- Expand and develop the Warrington Business Exchange, as a critical network for local businesses – enabling mutual support, business contact and the development of local supply chains. We will support other local business forums such as the Birchwood (Nuclear) Forum
- Strengthen our relationship with Homes England and other Government agencies and departments to accelerate our delivery of new homes through their funding and support programmes.
- Champion our businesses and our economy with Government and continue our success in gaining Government funding for our priority projects
- Strengthen our leadership role within the Cheshire and Warrington LEP
- Enhance our working relationships with our neighbours - Combined Authorities, Councils and LEPs working to further strengthen the regions economic success.
- Ensure the success of our Town Centre Business Improvement District partnership – working closely with local traders to enhance our high streets.

## IMAGE & MARKETING

We will develop and promote a more positive and clearer image of Warrington – as a place to invest, do business, live and visit. A proactive marketing programme will be key to this as will working closely with Marketing Cheshire.

### SUPPORTING BUSINESS GROWTH & INVESTMENT – PRIORITIES:

- PROVIDING PROACTIVE SUPPORT
- STREAMLINING OUR BUREAUCRACY
- SUPPORTING RECRUITMENT AND HEALTH IN BUSINESS
- WORKING AS PART OF THE GROWTH HUB
- ENHANCING WARRINGTON'S BUSINESS EXCHANGE
- CHAMPIONING THE PLACE WITH GOVERNMENT
- WORKING AS PART OF THE LEP
- WORKING ACROSS BOUNDARIES
- ENHANCING WARRINGTON'S IMAGE AND MARKETING



# 9 RETAINING AND ENHANCING WARRINGTON'S TALENT

People are the most critical element in economic growth and the attraction and retention of good staff is fundamental for successful businesses. The supply of skilled, talented and resilient employees will be essential in ensuring the improvement in productivity that Warrington and the sub-region requires. Equally important is creating a place where these people can and want to stay.

## NEW HOMES

The supply of new homes to meet local needs and to support Warrington's growing economy is a central theme of the new Warrington Local Plan. Warrington is facing problems in the supply of sites to provide new homes and is facing challenges of escalating house prices and consequent housing affordability. Studies undertaken by the Council conclude that the lack of supply of new affordable homes for young people in Warrington is particularly acute.

### Homes for Young People

Although Warrington faces an ageing population, young people want to live in Warrington, particularly in the Town Centre with its connectivity to Manchester and Liverpool and its emerging attractive urban lifestyle. The LEP sees Warrington Town Centre as one of the priority sub-regional opportunities for the provision of new homes for the young people businesses require and a vibrant economy demands

### A Balance of Housing Provision

However, not everyone wants to live in high density Town Centre apartments. A growing town requires a balance of homes and lifestyles. Many people want family homes with gardens in an attractive semi-urban environment while many people want high density apartments or town houses in an urban environment in the centre of town close to cultural, leisure and transport facilities. Many people will wish to move from one form of lifestyle to another as their family circumstances change and their careers progress.





Equally, there needs to be a balance between home ownership, homes for rent and intermediate tenure forms, such as shared ownership. Again, increasingly people move from one tenure form to another throughout their lives and Warrington needs to provide this balanced housing market that works for everyone.

### Affordable Homes

Over the last few years Warrington hasn't delivered enough homes to meet its calculated local needs for new homes. In 2018, Warrington failed to meet its stated Government target for the completion of new and affordable homes in the Borough, mainly due to a lack of supply of land for housing development.

Employees with jobs in Warrington tend to earn more than those in jobs in neighbouring authority areas. This together with Warrington's location and connectivity and vibrant economy means that the town is a large daily net importer of labour.

Research undertaken by the LEP indicates that as a consequence of the above, housing prices in the town over the last four years have increased on average by over 50%. This compares to under 20% for the rest of Cheshire. Warrington has an increasing home affordability problem. The housing figures within the Draft Local Plan seek to address this issue and further the plan demands that all new housing sites in the Borough provide at least 30% of homes as affordable and 20% in the Town Centre.

### Active Delivery of New Homes

The Council, through Warrington & Co, the Borough's growth and regeneration agency, is taking a more proactive approach to supporting private housing developers and Registered Providers. It is identifying sites for housing development, enabling access infrastructure to open up land for housing, assembling sites through land acquisition and working with the LEP and Homes England to help unblock sites and tackle the viability problems some brownfield sites face.

### Warrington Housing Company

The Council recognises the need to deliver new homes and has established a new wholly owned Housing Company, Incrementum, to directly deliver new homes principally on Council owned land both to rent and to buy.

### A Place Partnership with Homes England

Homes England and the Council work closely together to enable new homes in Warrington. This is leading to the development of a new 'Place Partnership'. This partnership will focus on Warrington South, Warrington Waterfront and the Town Centre and will:

- Establish a joint Delivery Plan and new ways of working which facilitate stronger collaboration/partnership working to support the delivery of more homes
- Use existing tools/skills/programmes to proactively unlock public and private sector land for housing

- Co-develop a business case to support investment in critical infrastructure to support growth
- Align investment and other activities to help overcome barriers to development where the market will not and such intervention represents good value for money
- Work with Government and other agencies to achieve shared objectives

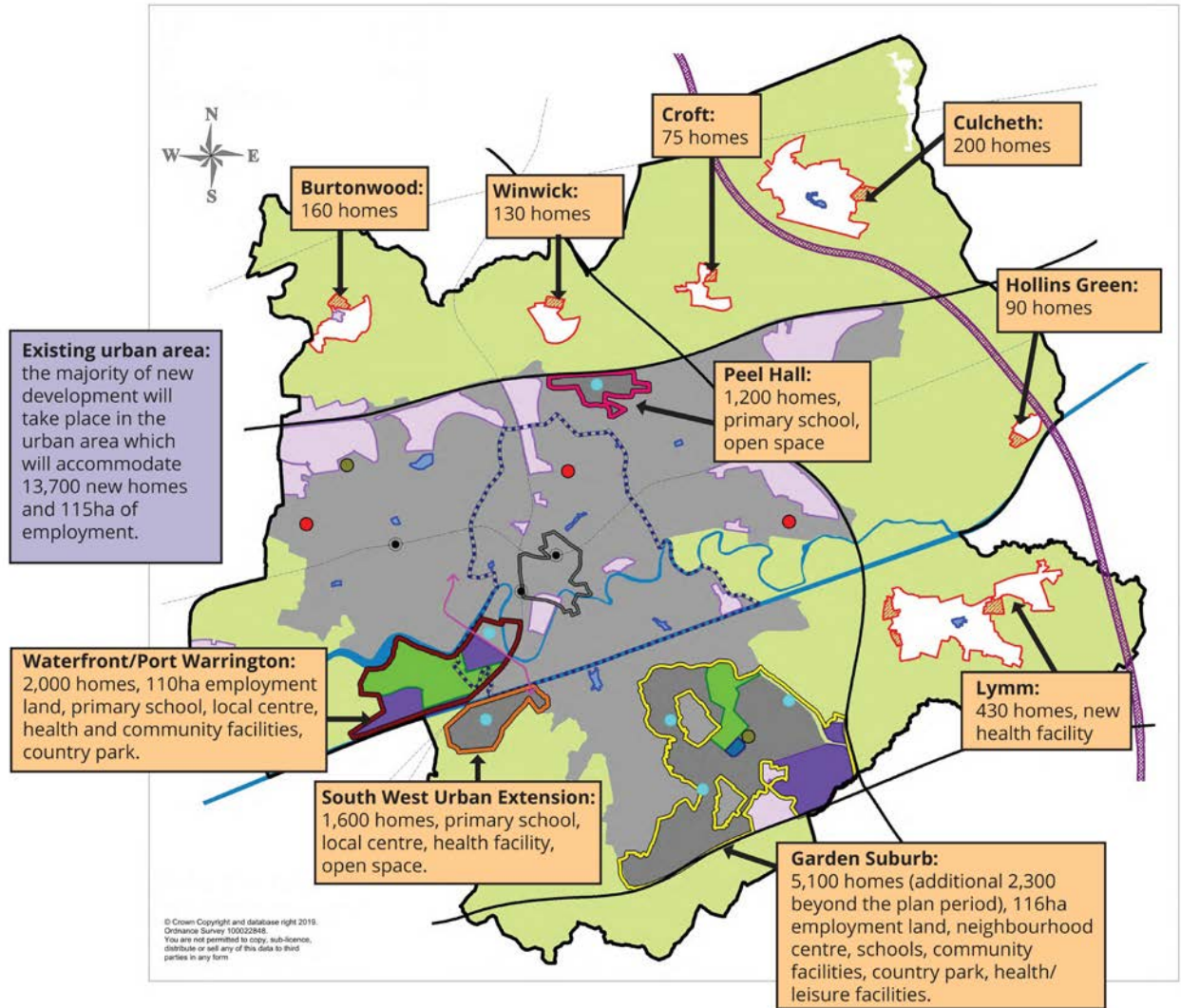
The three Cheshire and Warrington Councils, the LEP and Homes England are also developing a wider 'Place Partnership' aimed at enhancing the delivery of new homes across the sub-region, focusing on the Strategic Economic Plan's spatial priorities – Warrington New City, Constellation (Crewe and mid Cheshire) and the Mersey Dee Economic Axis (Chester and Ellesmere Port).

### Spatial Distribution for New Home Development

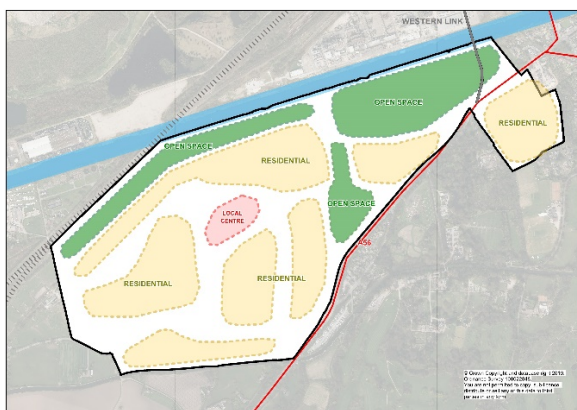
The Draft Local Plan outlines the key areas for the development of new homes. In summary the spatial distribution will be:

- **Reinforcing the Urban Heart** - High density homes in the Town Centre and Warrington Waterfront – urban living in the heart of a growing and colourful town with attractive transport connectivity and access to culture, leisure and business facilities, living and working in the heart of the Northern Powerhouse (8,000 new homes)
- **Maximising Urban Capacity** - The delivery of new homes throughout Warrington's urban area maximising Warrington's remaining urban capacity (3,700 new homes)
- **Ensuring Vibrant Existing Villages** – The sensitive expansion of Warrington's existing villages within the capacity of their current community and transportation infrastructure (1,600 new homes)
- **Creating New Villages** - The creation of four new attractive villages in South Warrington – family homes with gardens set within an attractive framework of greenspace and parks with local neighbourhood and community facilities and a network of active, strategic and local transport infrastructure.
  - Three new villages that make up the Garden Suburb in South East Warrington (7,400 new homes)
  - A new village as an South West Urban Extension (1,600 new homes)

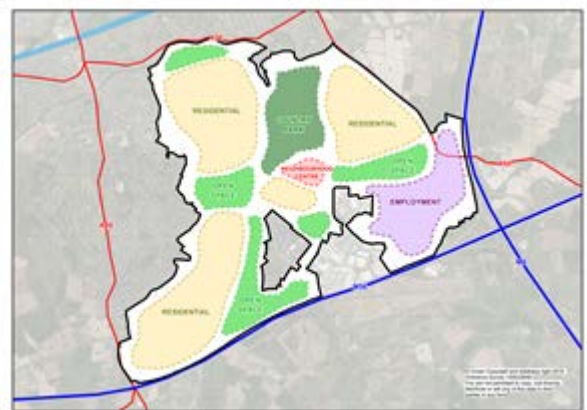
**TOTAL NUMBER OF NEW HOMES PROGRAMMED – 22,300 UNITS**



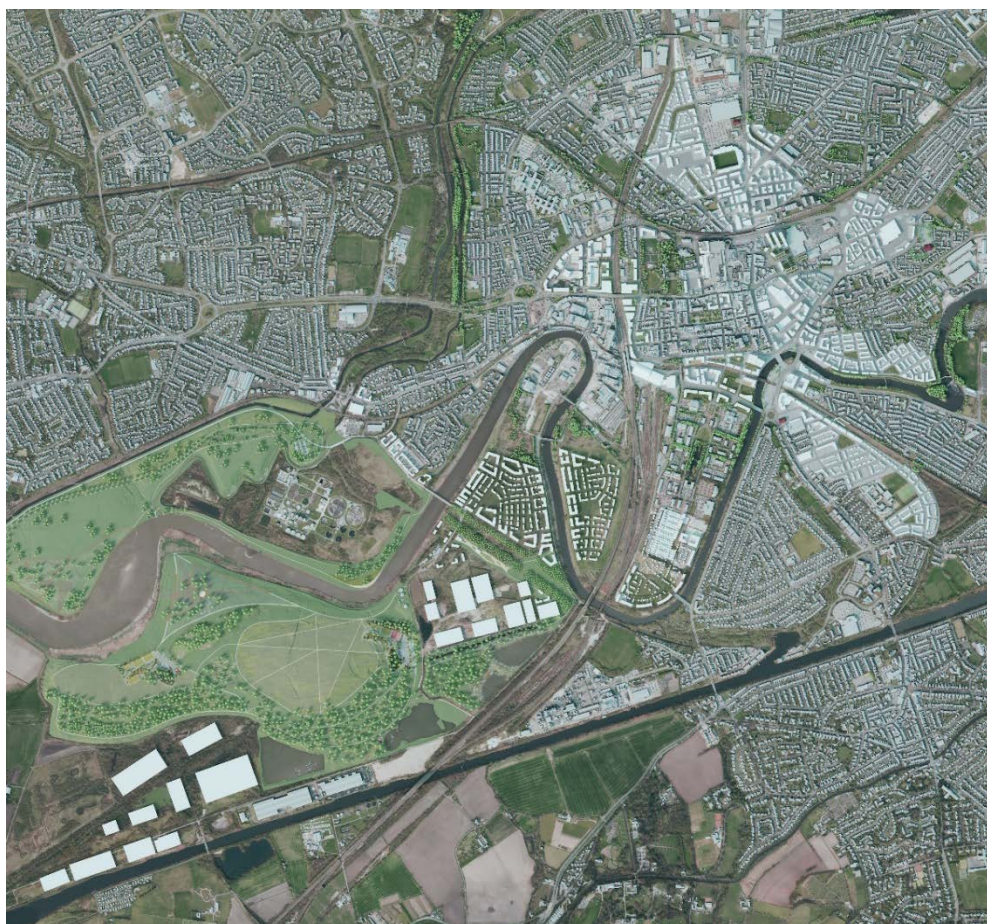
The Spatial Distribution of Sites for New Homes in Warrington (Draft Warrington Local Plan 2019)



South West Urban Extension



Warrington Garden Suburb



Town Centre & Warrington Waterfront – key redevelopment parcels.

## ENSURING THE SKILLED WORKFORCE THAT BUSINESSES NEEDS

Growing and successful businesses require skilled employees. Likewise, people need the essential skills and training to be able to participate in Warrington's dynamic economy. However, these skills need to be compatible – the providers of skills and training need to actually deliver the essential requirements of employers and businesses, now and into the future.

The Warrington Skills Commission undertaken four years ago concluded that there was a mismatch between what skills and training providers produced and what employers and businesses needed. This led to the establishment of the employer led Warrington Skills Forum and the LEPs Employers' Skills and Education Board – where employers lead and guide the development of the skills and training required to ensure they get the highly qualified workers they need. The recent development of the successful Warrington Engineering UTC was a direct result of the Skills Commission's work.

The LEP's evidence base for its emerging Local Industrial Strategy concludes that a highly qualified and skilled workforce tailored towards the needs of the economy and the priority growing sectors of that economy is key to enhancing the sub region's productivity.

The Warrington employer led Skills Forum, enabled by Warrington & Co, is focusing its development activities on:

- **Advanced Engineering and the Nuclear** – to ensure that highly qualified and experienced staff are readily available for expansions of companies such as Sellafield, the National Nuclear Laboratories and the other international recognised cluster of nuclear and engineering companies predominantly based at Birchwood. This sector employs over 6,000 staff in the wider Birchwood area.



- **Logistics** – to ensure that a flow of skilled and experienced staff to support this fast growing sector in Warrington. Over the last four years over 10,000 new roles have been created in logistics in Omega Warrington. This has provided job opportunities from across the mid-Mersey area in the range of roles within the sector – from high-end digital and computing to transportation and management.
- **Construction** – the last recession has created a problem in the capacity of the construction sector. This is a particular issue for a growing town that is currently being addressed both within the sector and by the Skills Forum. This industry is changing – moving away from more traditional ‘wet’ skills to more modern methods of construction and modular construction methods and the skills moving into this sector needs to support this transition.
- **Social Care** – the growing elderly population and people with complex needs means that there is an increasing need for skilled and experienced staff to support this sector.
- **Earning Power** – Ongoing skills development and training opportunities are needed to support in-work progression. For example, in Logistics, there is potentially an unachievable jump for warehouse operative to logistics management, given technical requirements

The wider Warrington economic gravity and its connectivity means that Warrington's skills strategy and those of the LEP must also focus on the growing business areas and sectors within the Town's immediate hinterland – SciTech Daresbury, for example, pulls over 70% of its staff from Warrington Borough. The growing Sci-Tech EZ has a growing cluster of businesses in the **health tech, optics, advanced engineering and materials, and biochemical sectors.**



## Delivering the Cheshire & Warrington Skills Plan

Warrington & Co and the LEP through the sub-region's Skills & Education Plan are delivering the following key actions with employers:

- Show-casing career pathways and progression activities
- Exciting young people, their parents, youth professionals and teachers and people seeking work about new technologies
- Offering work experience, apprenticeships and jobs
- Working with education, youth professionals and skills providers to support the delivery of the curriculum
- Coordinating activities and simplifying the offers by encouraging collaboration between different organisations involved in the development of skills and apprenticeships.

The LEPs Employer and Education Boards proposals for a more coherent and outstanding curriculum offer via its proposal to develop a 'Virtual Institute of Technology for Cheshire & Warrington' and the development and maintenance of a 'Communication Hub' for employers, young people, unemployed people, people in work who want to progress, teachers, youth professionals, parents, etc. are central to delivering the above key actions. The LEP is establishing a 'Pledge Network' using European Social Fund Funding and Warrington's Pledge Co-ordinator is in place.

## Working with Schools

It is acknowledged that working with schools at an early stage is key to interesting young people in careers with local businesses. Warrington & Co is working with schools and employers in such initiatives as employer school visits, school visits to local businesses and job fairs at schools to build this essential interest, knowledge and business/school relationship and interaction.

### The 'Primary Engineer'

The 'Primary Engineer' initiative trains primary school teachers to deliver engineering themed activities for their pupils – inspiring them to study science, technology, engineering and maths. This three year pilot is being sponsored by Cavendish Nuclear and is working with ten local schools.

### Apprenticeships & Job Fairs

Warrington & Co. hosts the successful Annual Apprenticeship & Job Fair (the 5<sup>th</sup> held this year). This invites up to 900 secondary school pupils and parents to meet local companies that are recruiting staff. This activity will continue.

## Supporting Recruitment for New Businesses

Warrington & Co provide an integrated package of recruitment support for new and expanding businesses – providing links to trusted local recruitment agencies and the co-ordination of job and recruitment fairs and open days. Warrington & Co is particularly engaged in supporting businesses recruiting local people and people from its more disadvantaged communities.

## Supporting our Libraries

We have embarked on a transformation programme for our local libraries to make them much more inclusive 'community hubs'. Some of the libraries will have small businesses located within them and will provide support for business growth. Lymm Library is leading the way, with a Business Hub model providing a base for micro businesses for desk space, meeting and networking opportunities to support growth.



## HEALTH IN BUSINESS

Warrington benefits from a strong, growing economy and we want to continue this growth and ensure that all of our residents benefit. We will work with existing and incoming employers to help ensure that poor health and wellbeing is not a barrier to residents accessing and maintaining employment.

The Warrington Health in Business Forum is a multi-agency partnership led by Warrington's Public Health team and Warrington & Co. The aim of the forum is to support local businesses to help drive forward inclusive and healthy economic growth in the Borough, and contribute to Warrington's Health and Wellbeing Strategy.

There are five strands to the Forums activities:

- Ensuring the creation of quality local jobs that local people can access
- Promoting evidence-based workplace wellbeing programmes
- Driving environmental sustainability in the business sector
- Ensuring a customer focus for healthy products and services
- Harnessing corporate responsibility contributions

The Cheshire & Warrington Growth Hub and the Warrington Business Exchange are the key conduits for the Health Forums activities and its sharing of good practice.

### **QUALITY LOCAL JOBS THAT LOCAL PEOPLE CAN ACCESS**

Working with businesses, we will seek to grow local supply chains and create quality local jobs for local people. This includes pre-recruitment training and skills development to ensure all local people have access to skills, development and lifelong learning, including those from some of our most disadvantaged areas.

Support is available to Warrington businesses to help them broaden the potential recruitment field by encouraging people with long-term health conditions, poor mental health, or disability back into work, and helping them stay in work. This includes support to make reasonable adjustments in the workplace and to become a Disability Confident employer. Further information and support to local businesses is available from Warrington and Co, Jobcentre Plus, and Warrington Disability Partnership.

Ensuring safer, cleaner, greener active travel options for all is vital to the continued growth of our Borough. Support is available to businesses to develop active travel plans. This is another important factor in helping to ensure that residents from central and outlying areas of Warrington can access wider employment opportunities within the Borough.

### **HEALTHY AND RESILIENT WORKFORCE**

An important aspect of improving productivity is ensuring a healthy and resilient workforce. Employers can access valuable advice and resources from the nationally accredited Workplace Wellbeing Charter. The Warrington Public Health team can offer advice and information on local support to improve workplace wellbeing.

In some industries where smoking is still common among employees, smoking breaks cost businesses money and smokers are more likely to have sickness absence. Support is available for employers to develop comprehensive smoke-free policies that support smokers to quit, protect others from second-hand smoke, and at the same time improve productivity.

More than 23,000 people in Warrington are unaware that they have high blood pressure, placing them at risk of developing serious conditions such as heart disease and stroke. In partnership with the British Heart Foundation, Warrington businesses have the opportunity to host a state of the art health kiosk which can provide mini check-ups and lifestyle information for employees. Using the workplace as a setting helps reach those people who might not otherwise go for a check-up.

Research from the national mental health charity MIND indicates that most employers would like to do more to improve staff mental wellbeing but don't feel they have the right training or guidance. As a result there is a drive in Warrington to equip businesses with the knowledge and tools they need to foster a workplace culture that reduces stigma, raises awareness and improves attitudes towards mental health. Warrington has committed to the 'Time to Change' pledge which employers can sign up to, and they can also use technology, Apps or web resources that encourage people to self-manage and have conversations around mental health.

### **ENVIRONMENTAL SUSTAINABILITY IN THE BUSINESS SECTOR**

Businesses, large and small, can make a significant contribution to supporting environmental sustainability, through energy and waste management savings. Support is available to local businesses to help them reduce their carbon footprint and increase sustainable activities. Active travel supports improvements in air quality, physical activity, health and wellbeing. Local businesses can obtain free advice and support from Travel Warrington to develop and promote active travel plans. Business to business networks help raise awareness and mutual support for sector sustainability and response to climate change.

## **CUSTOMER FOCUS FOR HEALTHY PRODUCTS AND SERVICES**

The Warrington Business Exchange, the Growth Hub and other business to business networks help promote the value of offering healthier choices to help customers to live healthier lives. This is increasingly viewed as a reputation advantage promoting good practice. Businesses can access regulatory advice from the Warrington Public Protection team, including sector-specific advice; for example for licensed premises, salons, and the food sector, to ensure safe practice and that the health of customers is protected.

## **CORPORATE RESPONSIBILITY CONTRIBUTIONS**

This work aims to maximise the voluntary engagement that local businesses want to have in civic and community activities so that they can enhance their positive impact on local neighbourhoods and community needs. Sector-specific contributions are most valuable in the business areas of expertise. Further information and ideas for businesses regarding local assets and needs can be obtained from Warrington Voluntary Action, and from the Warrington Public Health and Neighbourhoods teams.

## **RETAINING AND ENHANCING WARRINGTON'S TALENT – PRIORITIES:**

- ENHANCING THE SUPPLY OF NEW HOMES
- A BALANCE OF PROVISION AND HOMES FOR YOUNG PEOPLE
- AFFORDABLE HOMES, PROACTIVE DELIVERY AND SPATIAL DISTRIBUTION
- PROACTIVE DELIVERY
- DELIVERING THE SPATIAL DISTRIBUTION:
- ENSURING A SKILLED WORKFORCE THAT BUSINESSES NEED
- DELIVERING HEALTH IN BUSINESS
- QUALITY LOCAL JOBS THAT LOCAL PEOPLE CAN ACCESS
- SUPPORTING A HEALTHY AND RESILIENT WORKFORCE
- ENVIRONMENTAL SUSTAINABILITY IN THE BUSINESS SECTOR
- CORPORATE RESPONSIBILITY CONTRIBUTIONS
- CUSTOMER FOCUS FOR HEALTHY PRODUCTS AND SERVICES



# 10 CLEANER & GREENER GROWTH

Warrington's 1970's New Town legacy means that it is largely built upon the car, however, the scale and attributes of the place, together with the keen leadership of the Council and its partners means that there is a real opportunity for Warrington to be one of the leading places in the UK in moving towards being largely carbon neutral and for its growth to be cleaner and greener.

## LOW CARBON TRANSPORTATION

Warrington's Local Transport Plan outlines a new ambitious vision and programme for a more sustainable transportation system for the town:

- Strengthening the town for the increasing use of low emission and electric vehicles – taking the lead on the installation of a comprehensive and convenient framework of vehicle charging infrastructure,
- Exploring a more comprehensive and usable mass transit system, based upon ultra-low emission vehicles – providing a real, attractive and carbon neutral option to the private car, giving this system the priority on Warrington's key routes combined with off-road routes.
- Designing and delivering a comprehensive framework of routes to enable increased active travel – walking and cycling – Warrington's 'Go-Dutch' programme.
- Progressing the provision of new transportation routes to plug the gaps in Warrington's framework, make it more resilient, tackling congestion and air quality issues and serving new development areas,
- Using new smart technologies to manage Warrington's transportation network more effectively and make it more user friendly enabling people to make easy sustainable travel choices,
- Working in partnership with Warrington's Own Buses – to ensure a low carbon bus fleet.

## ENERGY EFFICIENT PLACES AND BUILDINGS

The aim is to promote and enable more sustainable places and low energy buildings, through:

- A focus on the densification of the Town Centre with its emphasis on providing new high density urban homes and businesses in the heart of the town on key public transport hubs,
- New Healthy, Connected and Sustainable urban extensions with a focus on public transport linkages, active travel (walking and cycling) and the provision of new neighbourhood facilities to serve the residents of these new communities,
- Promoting low energy and energy efficient homes and buildings – both new and existing. The Council will explore a new Warrington Energy Efficiency Building Code

## SMART AND FLEXIBLE POWER

Exploring new technologies in the provision and management of power as well as exploiting power sources that will make Warrington more sustainable – the Council is already moving to being self-sustaining and green in its own power needs through its investment in solar farms. This opportunity is greater through:

- Exploring Smart Local Energy Networks for the Town Centre and Waterfront and the proposed new urban extensions
- A new Town Centre Power Grid – the council is well advanced in the development of Town Centre power network through the Government's Housing Infrastructure Fund. This will support the densification of the Town Centre as well as providing a smarter power grid,
- More Solar – through further investment in solar farms and the provision of solar panels on new and existing roofs
- Exploring micro generation particularly using the power of the River Mersey
- Exploring energy from waste and providing new and enhanced waste transfer and recycling systems
- We have already delivered 1156 additional car parking spaces of which 60 are for electric charging of vehicles

## ENERGY EFFICIENT BUSINESS

Warrington's business environment is rich in businesses with skills and knowledge of energy, advanced engineering and materials, technology and digital, the essential ingredients and knowledge base to enable greener and cleaner business investment and growth. This knowledge and mutual support will be engaged by:

- Using the Warrington Business Exchange as a critical network to share knowledge and good practice
- Establishing a 'Clean Growth Commission' led by the private sector, enabled by Warrington & Co. to produce a Cleaner and Greener Business Growth Programme.

## LEADERSHIP & PARTNERSHIP

The Council is already taking a leadership role in using greener energy provision and promoting solar energy generation, this leadership will be extended through engaging Warrington's public sector partners.

The Council will establish a **Clean Growth Commission** – a joint public sector and business task and finish commission to explore and recommend the journey Warrington must take towards being Carbon Neutral.



### CLEAN GROWTH – PRIORITIES:

- LOW CARBON TRANSPORTATION
- ENERGY EFFICIENT PLACES & BUILDINGS
- SMART & FLEXIBLE POWER
- ENERGY EFFICIENT BUSINESS
- ENHANCED LEADERSHIP & PARTNERSHIP
- A CLEANER GREENER GROWTH COMMISSION

## A CLEAN GROWTH COMMISSION

TO PLOT WARRINGTON'S JOURNEY TO BEING CARBON NEUTRAL

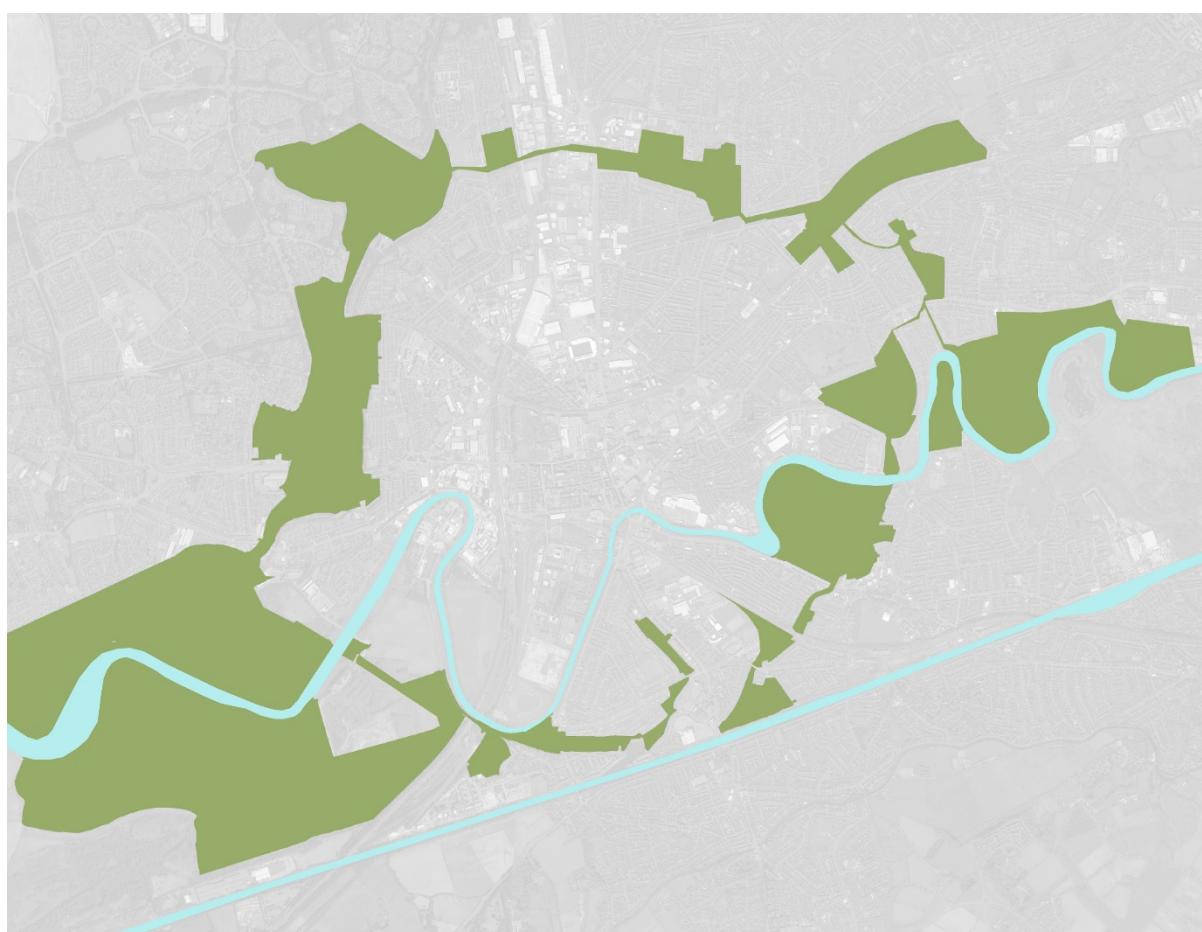
# 11 ENHANCING LIVEABILITY

Reinforcing and improving Warrington as a place to live, visit and do business is key to the town's future success. This reflects a priority within the Cheshire & Warrington Strategic Economic Plan – 'Quality of Place'.

The Warrington Means Business programme suggests a number of streams to reinforce this quality of place Agenda:

## ENHANCING WARRINGTON'S GREEN NETWORK

Warrington has an extensive and attractive network of green spaces and parks – a legacy of its New Town era. This network provides a framework for the growth of the town, for active transport (cycling and walking), an essential resource for health and leisure and for wildlife and nature conservation.



Warrington's Green Network – a framework for active travel, wildlife and leisure

Warrington's Green Network Programme will focus on enhancing this network, completing it and more effectively joining it up:

- As an open space and leisure resource
- To make a continuous network of wildlife corridors
- To make a continuous network for active travel – cycling and walking
- As a framework for the development of the town – it's green network setting.

The new urban extensions as proposed in the new Warrington Local Plan will include the extension of this Green Network into these extension areas – to more effectively incorporate them into the town and extend the network's wildlife and active travel functions.

## CIRCULAR PARKLANDS

One of Warrington's unique aspects is its almost continuous 'ring' of open space and parks that encircle the Town Centre. This is contiguous with its 'Last Mile' LTP priority as outlined earlier. It will be a priority for the Warrington Means Business programme - to enhance, complete and extend this 'Circular Parkland' to:

- Enhance the setting of the Town Centre and its regeneration
- Provide a framework for active travel – walking and cycling – joining up radial routes in and out of the Town Centre
- Provide an open space resource for the growing numbers of people living and working in the Town Centre
- Provide a new attractive image for the Town Centre and a setting for its continued development and growth.



Warrington's Circular Parklands – a unique setting for the Town Centre



## REDISCOVERING THE RIVER THE RIBBON OF BLUE

The River Mersey is one of Warrington's greatest assets and one of the reasons for the town's existence and growth. It is one of the World's most famous waterways. One of the key priorities of Warrington Means Business is for the town to rediscover that it is a waterfront town and to celebrate its riverfront setting. The riverfront will be the face of the town and the setting for new homes, businesses and new spaces for people to enjoy.



### A Place of Bridges & Water – The 'Illuminated River Project – Warrington'

Warrington is a place of bridges. Within the wider Town Centre there are numerous bridges over the River Mersey and Manchester Ship Canal, existing and proposed. This multiplies with bridges and viaducts over roads and railways and numerous structures carrying services and utilities over rivers and canals. These are special structures that reflect Warrington's history and its evolution as a place. These structures are real opportunities for public art and to tell Warrington's stories – particularly through the use of light. A programme of enhancements to existing and new bridges in collaboration with artists will reinforce and reintroduce Warrington as a waterfront place and tell the Warrington story in a truly dramatic way – The 'Illuminated River – Warrington' Project is proposed.

## THE BEST IN URBAN DESIGN AND QUALITY OF PLACE

The growth of the town over the next 20 years will transform its character – particularly in the Town Centre. It is therefore important that new development and the improvement to the existing place is undertaken to the highest quality of design.

The Council will ensure that the design quality of new schemes will be to the highest quality, particularly through:

- The production of Masterplans and Supplementary Planning Documents for proposed urban extensions – ensuring both the provision of community infrastructure to support these new development areas, to ensure the highest standards in their green frameworks and landscape and to ensure the best in urban design,
- The updated Town Centre Masterplan. This plan now includes urban design guidance to help and support investors, developers, designers and decision-makers and ensure that new development contributes to the wider Town Centre vision and the creating of an attractive, colourful and vibrant place.

## Town Centre Masterplan – interactive digital model

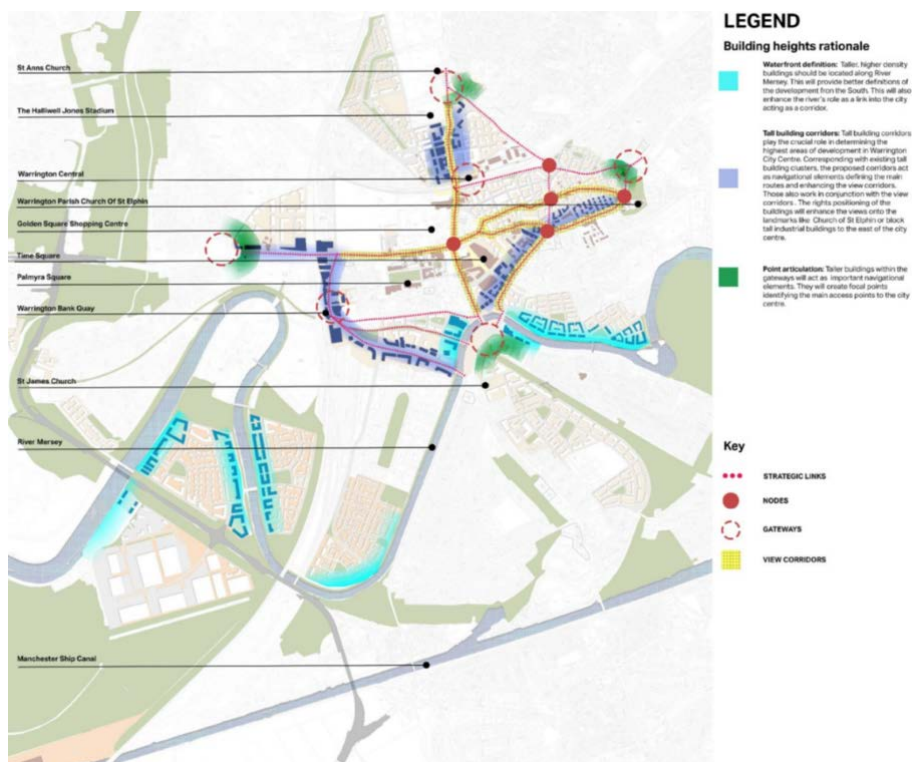
As part of the new Town Centre Masterplan a fully interactive digital model of the whole Town Centre has been developed. This digital tool will be invaluable in the design of new developments and as a tool to engage local people in the future of their Town Centre. It will be an enhanced tool to promote and market our Town Centre vision and communicate the investment opportunities available in the heart of our town.

## Design Reviews

The Council is increasingly using 'Places Matter'. The North West's Design Review Panel support designers and developers and the Council in ensuring high standards of urban design on significant new development projects in the town.

## Creating Healthy Places

The creation of healthy places is an important part of Warrington's future – for existing neighbourhoods, work places and the creation of Warrington's new communities. The places we live and work in have a significant impact on our health and wellbeing. Warrington is committed to supporting gains in population health by working in partnership to improve the built, natural and social environments. This will include increased active travel opportunities, improved access to green spaces and waterways for residents and workers, new or improved sports and activity infrastructure within and around new housing developments and continuing to progress Warrington's Hub model of health and wellbeing service co-location and integration.



Town Centre Masterplan guidelines



Town Centre Masterplan – interactive digital model

## A CITY FOR CULTURE

The Warrington Cultural Commission formed in July 2018. The Commission mapped out a bright future for culture in the town and underlined the importance of culture in the ingredients of a successful Warrington, its economic growth and the quality of the place. The Culture Board has now been established to drive forward the Commission's recommendations which include:

- New and upgraded venues for community arts and new creative businesses
- That Cultural commissioners, planners and developers work more closely together to ensure the Town Centre development plans incorporate arts, culture and heritage
- To capitalise on Warrington's economic growth to secure ongoing cultural investment
- The development of an innovative contemporary arts programme
- Establishing a Local Cultural Education Partnership to build culture into young people's lives.

The new Town Centre Masterplan has a significant focus on cultural development to make the Town Centre the heart of Warrington's cultural scene and to transform it into a more colourful, vibrant and cultural hub to the growing place,

- A new Cultural Framework for Warrington is being developed and is expected to report by early 2020. Emerging priorities includes:
- Expanding the cultural programme and creating a welcoming place for cultural practitioners to lead our cultural growth
- Incubating creativity and nurturing talent – encouraging young creatives to become producers and consumers of art and culture
- Supporting growth in the creative tech and digital industries, introducing more makerspaces and fab-labs and providing opportunities for showcasing our creative digital talent
- Asset and infrastructure growth and improvement to ensure thriving venues with a varied cultural programme
- Celebrating and promoting Warrington, using arts and culture to share the pride in our town, its industrial and social history and heritage, as well as our unique and diverse visitor offer

## ENHANCING LIVEABILITY – PRIORITIES:

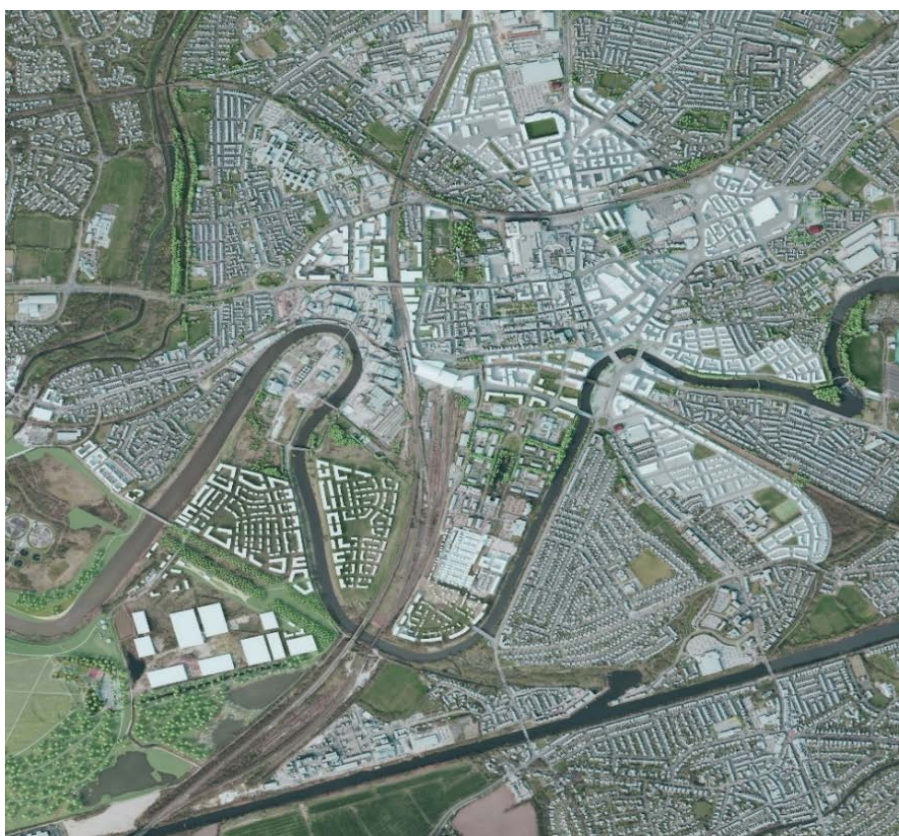
- ENHANCING WARRINGTON'S GREEN NETWORK
- REINFORCING THE CIRCULAR PARKLANDS
- RE-DISCOVERING THE RIVER
- ENSURING THE BEST IN URBAN DESIGN & QUALITY OF PLACE
- A PLACE OF CULTURE
- CREATING MORE HEALTHY PLACES



# 12 A FOCUS ON THE TOWN CENTRE

The Masterplan for Warrington Town Centre has been revised and updated – reflecting an enhanced ambition for the Town Centre and the renewed interest in investing in the Town Centre. The original masterplan was agreed in December 2016 and successful delivery of many of its key proposals followed. The aspiration of the Town Centre Masterplan is:

TO CREATE A TOWN CENTRE THAT'S DISTINCTIVE, SAFE, VIBRANT, GREEN AND COLOURFUL  
– A GREAT PLACE TO LIVE, WORK, DO BUSINESS AND ENJOY – A REAL HEART TO OUR GROWING TOWN.



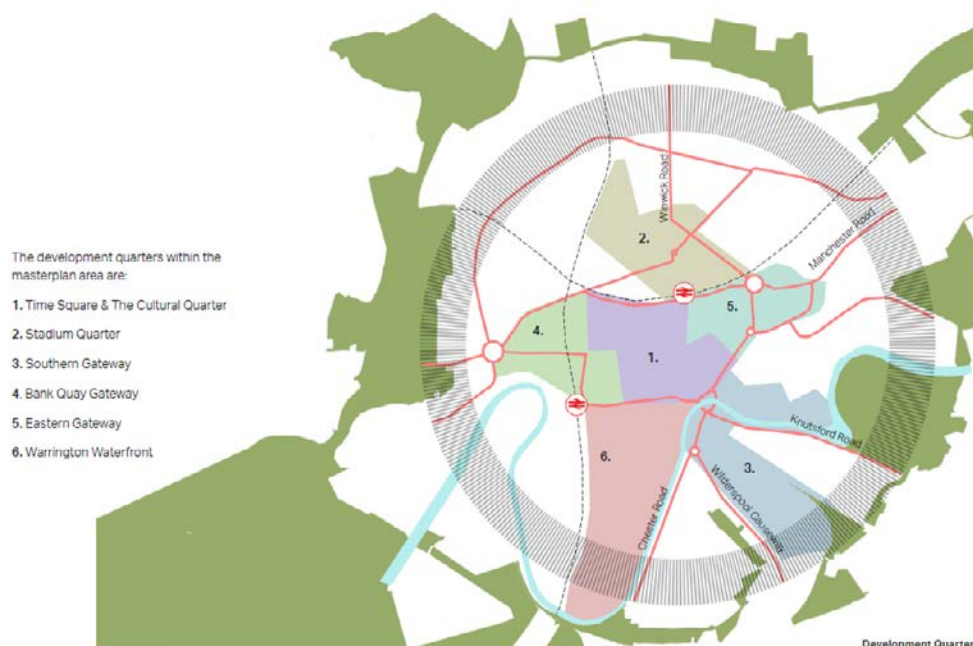
Revised Town Centre Masterplan, 2019.

## The revised Masterplan components are:

- Central Parklands
- Re-discovering the River
- A Place for Culture
- Town Centre Living
- A New Focus for Business
- Keeping the Town Centre Moving & Connected
- Development Quarters
- Development Guidelines
- Management & Maintenance.

**The development quarters outlined in the masterplan are:**

- Time Square & The Cultural Quarter
- Stadium Quarter
- Southern Gateway Regeneration Quarter
- Bank Quay Gateway
- Eastern Gateway
- Warrington Waterfront



**Development Quarters**

The changing housing offer and the improved development market context and increased investor interest is now making the Town Centre a real opportunity for urban living. New high density residential development has been consented and are now on-site and many more are in their design and development stages. It is proposed that the Town Centre and Waterfront provides over 8,000 of the new homes Warrington requires over the next 20 years – a significant proportion of the Boroughs overall housing requirement. This will change the image of the Town Centre – as a vibrant, colourful and connected place – a magnet for young people to live and work. This priority for new homes in the Town Centre will run with new community facilities, open space, a more enlightened view of transportation with a focus on active travel (walking and cycling), improved cultural and leisure opportunities together with a strong focus on urban design and place making.

The Town Centre will become a focus for businesses that require connectivity to transportation hubs and whose employees want to be part of a vibrant and colourful urban scene. A new Central Business District focused on the proposed new Warrington Rail Hub at Bank Quay rail station with its interconnectivity to the Northern Powerhouse Rail, HS2 and the West Coast Mainline will be a major new commercial business location in the heart of the town.

The Town Centre Masterplan takes the contents of the Local Plan, the Local Transport Plan and Warrington Means Business and applies them in detail to the regeneration and development of the Town Centre. Further it sets out the urban design guidelines (see above) to steer new development and introduces the new interactive digital model of the Town Centre.



The Town Centre Digital Model – View of Town Centre Core

### TOWN CENTRE FOCUS – PRIORITIES:

- CENTRAL PARKLANDS
- RE-DISCOVERING THE RIVER
- A PLACE FOR CULTURE
- TOWN CENTRE LIVING
- A NEW FOCUS FOR BUSINESS
- KEEPING THE TOWN CENTRE MOVING & CONNECTED
- DEVELOPMENT QUARTERS
- DEVELOPMENT GUIDELINES
- MANAGEMENT & MAINTENANCE.

# 13 AN INCLUSIVE ECONOMY

## A TOWN FOR EVERYONE

Although Warrington continues to enjoy significant economic success, some Communities, several within the town's central neighbourhoods, still suffer from significant levels of deprivation. More work needs to be done to ensure more people benefit from Warrington's economic growth, by focusing on improving:

- Earning power – basic skills, progression in work
- Good employment practices
- Practical support to improve job quality
- Inclusive Growth in local industrial strategies
- Quality of Place Environment

### LOCAL WEALTH BUILDING

The keys to an inclusive economy are to ensure that the benefits that Warrington's growth brings is broadly held, generative and rooted locally – ensuring that income is recirculated, that community is put first and that local people are provided with the opportunities the growing economy brings - 'Local Wealth Building'. Such an approach is being actively undertaken in many other towns and cities across the UK.



The Council and Warrington & Co will take the lead, as the 'place-leaders', in promoting this to our partners in the town. This is about harnessing the collective power of the investment to benefit local people and regenerate communities. The Council will explore how its procurement power, its supply chains and employment practices can be re-orientated to recirculate economic benefits within our local communities and to support community businesses in order to have a significantly greater impact on the future well-being of the town. The Council will actively encourage other institutions to do the same.

### CENTRAL NEIGHBOURHOOD REGENERATION MASTERPLAN

The Council and its partners have commissioned the production of a masterplan for the six wards that make up this central neighbourhood – the '**Central 6 Wards**'. This is being progressed by a 'bottom-up' process of engagement with people who live in those communities via an experienced community engagement team also experienced in urban design/place making.

The process is still underway and the community-led masterplan and delivery programme is under development. However, a number of clear issues are emerging together with a set of targeted priorities for action:

The emerging masterplan outlines eight key themes:

1. **INCLUSIVE, SAFER, GREENER STREETS:**  
Make routes across and within Central 6 safer, cleaner and more attractive. Reduce congestion by encouraging more walking and cycling for work, school and leisure.
2. **AN ACTIVE WATERSIDE:**  
Open up more of Warrington's riverside to allow people to enjoy it for sport and other forms of leisure. This would create a more attractive waterside that generated jobs, encourages healthier lifestyles and provides more opportunities to meet interact and socialise helping to develop a more inclusive and vibrant Central 6 area.



3. **WELL CONNECTED, AFFORDABLE MOVEMENT:**  
Affordable, inclusive and accessible facilities reachable by more direct and cheaper public transport routes, encouraging more people into the Town Centre and enabling better access to opportunities across the town.
4. **PEOPLE FRIENDLY PARKS & PUBLIC SPACES:**  
Warrington's public realm and parks making more people and wildlife friendly, providing much more attractive, diverse spaces that are better equipped with facilities to encourage greater and safer use.
5. **LOCAL COMMUNITY HUBS & FACILITIES:**  
Upgrade existing and complete planned community hubs so that people have easy access to high quality facilities and services where they live, and in places they can walk to, cycle to or get the bus to.
6. **INCLUSIVE NEIGHBOURHOOD HOUSING:**  
Ensure that homes don't stand empty and are refurbished and brought back into use quickly. Equip homes with easy ways to store and recycle waste and unwanted materials. Refurbishment and new build projects should extend to street re-design and maintenance, including landscaping, paving and cycle ways. New development opportunities to allow for mixed communities and tenure and account for shifting demographic demand such as more family homes.
7. **INCLUSIVE ECONOMY:**  
Increasing the involvement of key local organisations and businesses in the Central 6 area, using their activity to create greater economic and social benefit.
8. **COMMUNITY EMPOWERMENT & ACTION:**  
Developing strong communities that are knowledgeable and increasingly active in their areas to promote confident communities with a strong sense of ownership and leadership around their own areas.

There will be a multiagency approach to managing its delivery with the continued engagement of local people being a key part of this.

## ACCESS TO JOBS & COMMUNITY BUSINESS SPACE

Further, the Council and Warrington & Co will:

- Continue to work with local businesses and new business investors to enable local people to benefit from new jobs created
- Deliver the active travel and public transport projects in the Local Transport Plan (LTP 4) to ensure that new and existing business locations are connected to Warrington's central neighbourhoods to enable people from these communities to easily access employment opportunities
- Explore the development of small business spaces within Warrington's local communities - incorporating small community business space as part of its new generation Community Hubs.



## AN INCLUSIVE ECONOMY – PRIORITIES:

A WARRINGTON LOCAL WEALTH BUILDING APPROACH DELIVERING THE CENTRAL NEIGHBOURHOOD REGENERATION MASTERPLAN:

- INCLUSIVE, SAFE, GREENER STREETS
- ACTIVE WATERSIDE
- WELL CONNECTED, AFFORDABLE MOVEMENT
- PEOPLE FRIENDLY PARKS & PUBLIC SPACES
- LOCAL COMMUNITY HUBS & FACILITIES
- INCLUSIVE NEIGHBOURHOOD HOUSING
- INCLUSIVE ECONOMY
- COMMUNITY EMPOWERMENT & ACTION
- ENSURING ACCESS TO JOBS & COMMUNITY BUSINESS SPACE



# WARRINGTON MEANS BUSINESS

WARRINGTON'S GROWTH & REGENERATION PROGRAMME

